



Norman
Rockwell



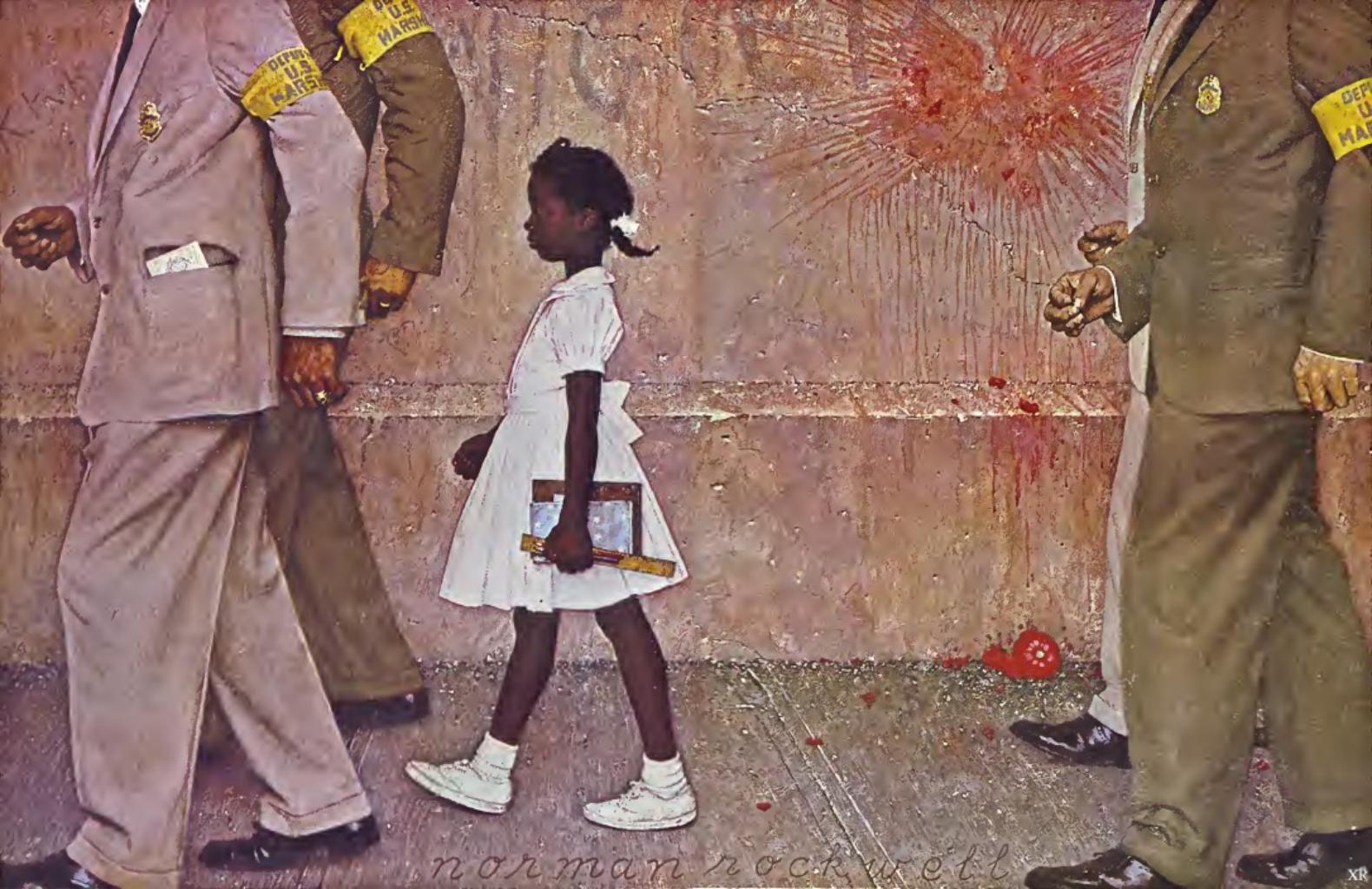


Norman
Rockwell





Norman Rockwell



norman rockwell

XR



National
Watch
Co.

He's a specialist in pleasant surprises

A jeweler is really a very lucky man. In the practice of his profession, he plays a leading part in so many happy moments.

Think of the confidence you have in him. A new baby—and who helps to choose the silver cap? A long-dreamed-of promotion—and who helps pack out the traditional fine Birks watch?

Who advises them about the ring? Who helps the girls at the high school with their class pins? The same man who knows what most kids want for gradu-

ation is really good from watch, what Dad wants for his birthday, and whether the horoscope

He's the man who's responsible for so many pleasant surprises in your life. He's your natural jeweler.

No expert like him or could be more helpful—among the friendly practitioners of your town—with his very special training, knowledge and ability. And he's really a friend of the family. He should be, because the family profits him. Only an expert jeweler is qualified to ensure you when you shop for your most cherished gifts.

That's why we—makers of the finest watches in the world for three centuries—can give you no better advice than that: "For all gifts, you'll give until just, let your jeweler be your guide."

The WATCHMAKERS



Williamson.com

A Division of Philip Morris Companies







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SAVE FREEDOM OF WORSHIP

EACH ACCORDING TO THE INSTATES
OF HIS OWN CONSCIENCE.

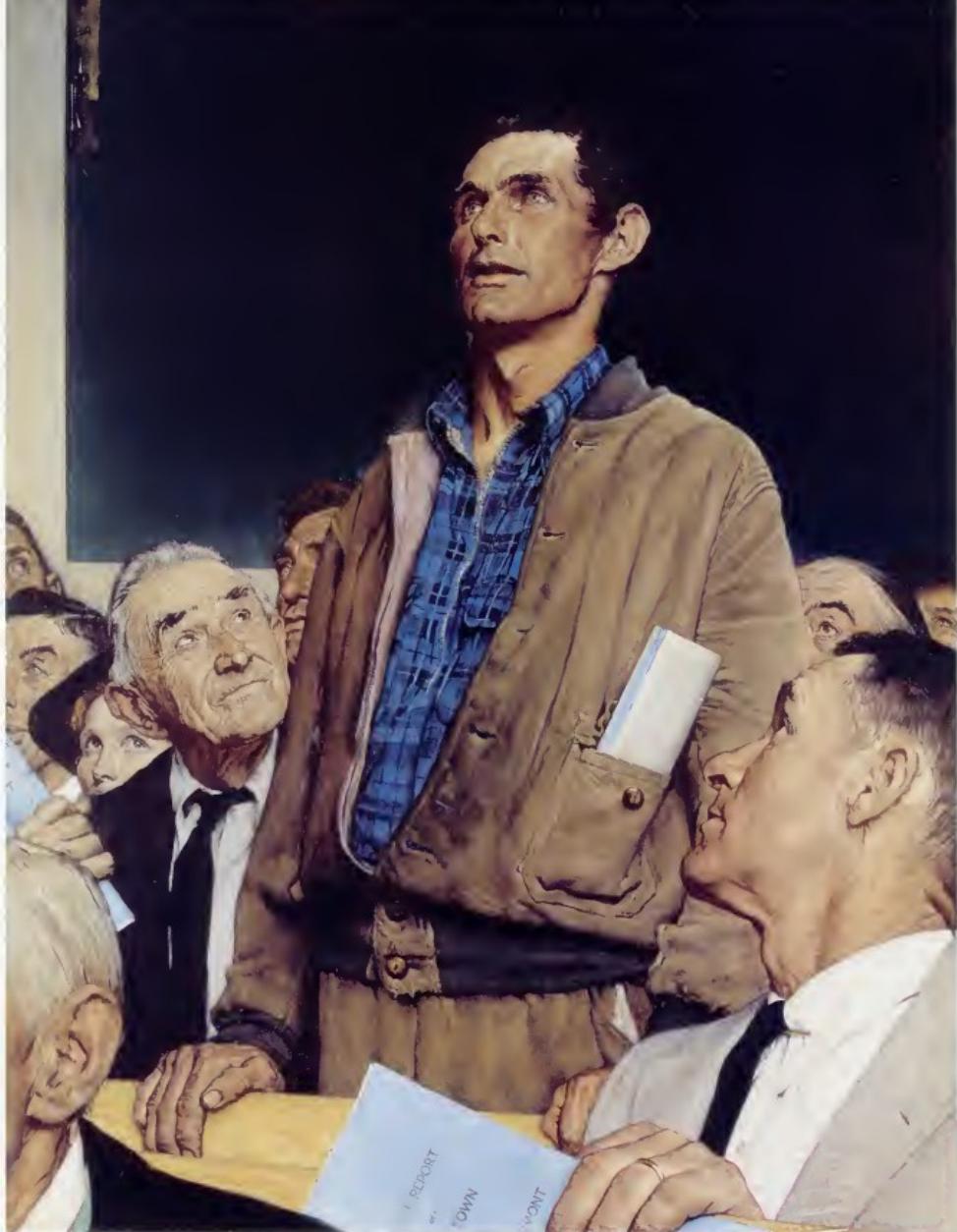


NORMAN ROCKWELL

BUY WAR BONDS



NORMAN ROCKWELL



OURS...to fight for



Freedom of Speech



Freedom of Worship



Freedom from Want



Freedom from Fear



Norman
Rockwell



NED DURRANT
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ELECT · CASEY



National
Finchwell





THE SATURDAY EVENING POST

Volume 33, Number 11

Sept. 13, '30



clin

5c. THE COPY
10c. in Canada



NORMAN
ROCKWELL

William Wrigley, Jr.

Isaac F. Marcosson—Leonard H. Nason—Julian Street—Norman Reilly Raine
Clarence Budington Kelland—Nunnally Johnson—Frederick Hazlitt Brennan



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The Saturday Evening

POST

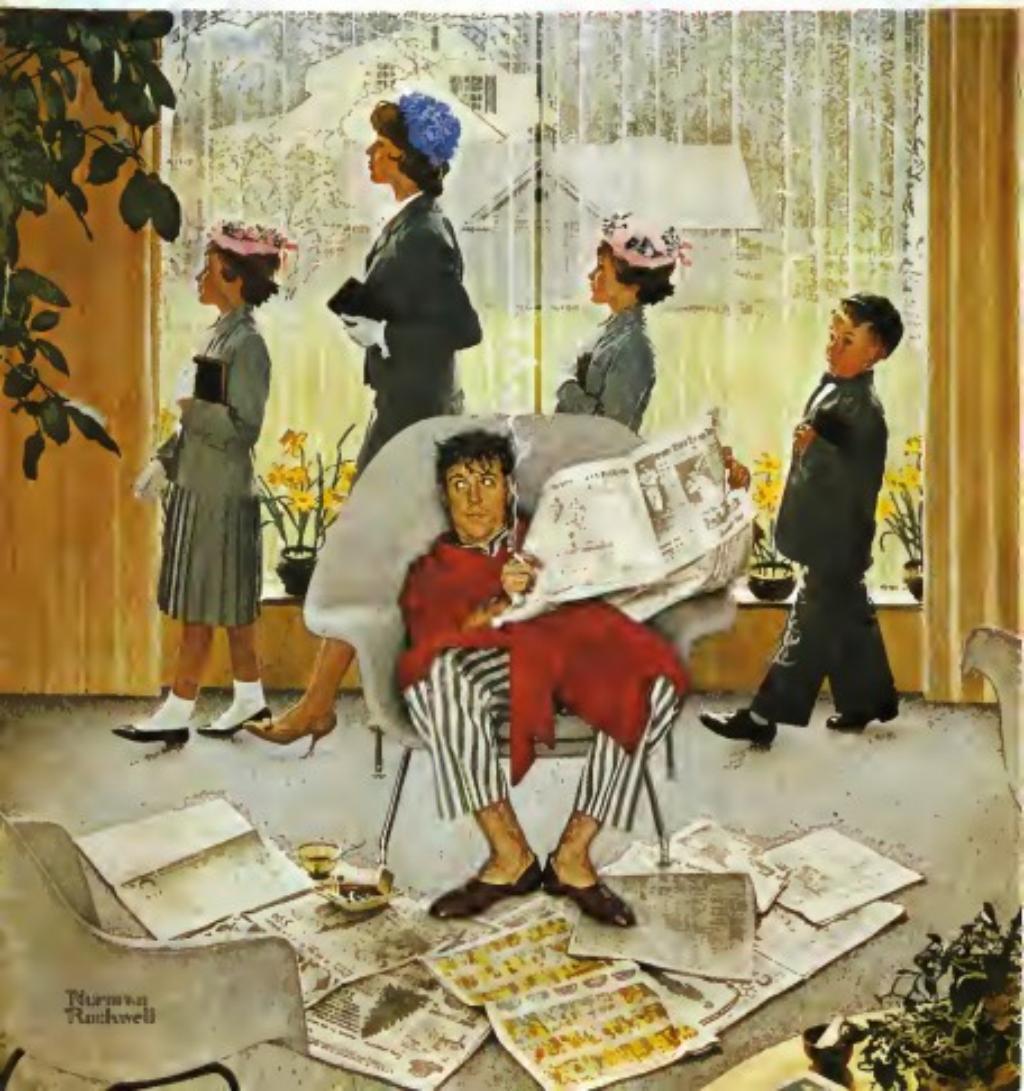
May 16, 1959 - 15¢

Our Gamble With Destiny

By STEWART ALSOP

WARNING TO YOUNG MEN

By Eric Sevareid



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Rockwell

MARRIAGE LICENSES

SATURDAY
11
JUNI



NORMAN ROCKWELL





norman
rockwell

DECCA
RECORDS

'Twas The Night Before Christmas

FRED WARING AND THE PENNSYLVANIANS





At certain times of the year we're reminded how well off we are—as Americans. The most heartfelt thanks of all often come from the head of the table—especially these days when being a family provider is no light responsibility. For past blessings, it is a time for gratitude. For the future, a time for high hopes and careful planning.

MASSACHUSETTS MUTUAL *Life Insurance Company*
SPRINGFIELD, MASSACHUSETTS • JonWilliamson.com



The greatest joys are shared

There is great happiness in television...great happiness in the home where hearts are lifted by sharing family pleasures. And for those who would know the fullest measure of television enjoyment, and see its stirring pageant in thrilling clarity, Du Mont laboratories build television's finest instruments...the Du Mont receivers.

Everything a television set can be, everything it can offer is yours in a Du Mont. Consoles, combinations, table models.

*Du Mont built the first commercial home television receiver—
Du Mont builds the finest.*

DU MONT

First with the finest in Television

Your Du Mont dealer invites you to see the *Mervyn Freedman Show* on the Du Mont Television Network—consult your local paper for time and date.

Copyright 1950, Allen S. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network • 215 Madison Avenue • New York 22, N. Y.

THE HANOVER BY DU MONT,
with 19-inch Life-Sized tube.



Two "don't forgetters"



New Kellogg's Kids move into your neighborhood

These finger-wagging youngsters have a special mission in life. They're "Happy reminders" to "don't forgetters." They're here to remind you that everybody's always歡迎ing out of Kellogg's Corn Flakes.

We hope they're going to memory a pleasant place at that point. So you'll remember that these simple flakes are the more than twice last no more people—always happy will be. And when it's about a good time to pick up a nice package of Kellogg's Corn Flakes whenever you buy any cereal of any kind.

Kellogg's
CORN FLAKES



Fresh from Kellogg's
of Battle Creek

THE SATURDAY EVENING POST

NOVEMBER 27, 1943

10¢

BILLION-DOLLAR PLANE BUILDER

By ALVA JOHNSTON

A Gay Short Story

By ROBERT CARSON





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Rockwell





Norma
Rockwell



Najoua
Routhwell

THE SATURDAY EVENING

POST

MAY 29, 1943

10¢

BEGINNING—A NEW
KELLAND SERIAL
Heart on Her Sleeve

EDGAR SNOW
REPORTS ON GERMAN
ATROCITIES

Norman
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MEIN
KAMPF
GERMAN
MILITARY
HISTORICAL
SERIAL

10%
SWASTIKA



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Rockwell

ТИАЯУ







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PINEDALE DENTAL CLINIC

Patient's name: Patricia Patterson

Examination report:

Not one new cavity
since last check-up!

N.D.D.S.

Norman
Rockwell

“Look, Mom—no cavities!”

Crest Toothpaste stops soft spots from turning into cavities—means far less decay for grownups and children.



And Crest freshens your mouth—
sweetens your breath.



Parents like it because
Procter & Gamble's research
shows that Crest helps prevent
cavities. Ask Procter & Gamble if

FROM THE MAN WHO MADE "THE BEST PICTURE OF 1941"



ORSON WELLES'

MERCURY PRODUCTION OF

BOOTH TARKINGTON'S

GREAT NOVEL

The Magnificent Ambersons

Dermott
Rockwell

with JOSEPH
COTTEN · EDDIE
MOOREHEAD · RAY
and

COSTELLO · BAXTER · HOLT
AGNES COLLINS · SANFORD

FERNAK
BENNETT

Screen Play, Production and Direction by Orson Welles





Norman
Rockwell

My Studio burns

Tonight we ajarred
gave the alarm
1:15 A.M.

lights and
phone connection
burned out



by
Norman
Rockwell



Off for the
Fire Department



Here they come!!!



Jerry, Tommy and Peter watch



by the way, the kids
were having the
meals



"Fire Chief Safford sings
'Hast gonna burn no more'



Everyone enjoys Spectacle
2 A.M.

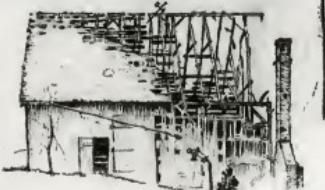
Mad Ammer
squid dinner
gets thrown



Family bicycles rescued



Coffee and sandwiches till 5:30 A.M.



By the dawn's early light
Norman
Rockwell
us
7 A.M.

THE SATURDAY EVENING POST

November 28, 1942 10¢



HEADQUARTERS
Thanksgiving
GRADE

FT. ETHAN ALLEN, VT.
137 men

DINNER

- Fruit Cocktail ✓
- Olives and Celery ✓
- Roast Turkey ✓
- Apple & Raisin Dressing ✓
- Giblet Gravy ✓
- Mashed Potatoes ✓
- Candied Sweet Potatoes ✓
- Cranberry Sauce ✓
- Scalloped Corn ✓
- Russell's Sprouts ✓
- Lettuce & Tomato Salad ✓
- Molasses Cake ✓
- Pie ✓
- Pecan Pie ✓
- Cream ✓
- White House Roll ✓
- Jellies ✓
- Fruits ✓
- Eggs ✓
- Ham ✓
- Bacon ✓
- Sausage ✓
- Oysters ✓
- O. H. Berlin ✓

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Rockwell

THE EVE URDAY POST

THE SATURDAY
EVENING POST

MURRAY D. LANE C. B. COGOINS - FR



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To Walt Disney
one of the really
great artists
from an admirer
Norman
Rockwell



Norman
Rockwell



Christmas



Norman
Rockwell

THE SATURDAY EVENING POST

Four

Jan. 25, '36

5c.



THE SATURDAY EVENING POST

100th
Year
of
Base ball

Norman Rockwell

THE SATURDAY EVE POST



Fc

Nov. 25, 1933

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THE DANGERS OF INFLATION — By BERNARD M. BARUCH

THE SATURDAY EVE POST

F.

10c. in Canada

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Volume 20, Number 30

JUNE 15, 1929



Norman
Rockwell

Frederick Irving Anderson—Porter Emerson Browne—Frederick Hazlitt Brennan
Dr. A. S. W. Rosenbach—Wesley Stout—Alfred Pearce Dennis—George Broadhurst



T.M. Bequet
J. L. Sorel
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THE SATURDAY EVENING POST

Feb. 7, '42

VOL. 104, NO. 1

5c.

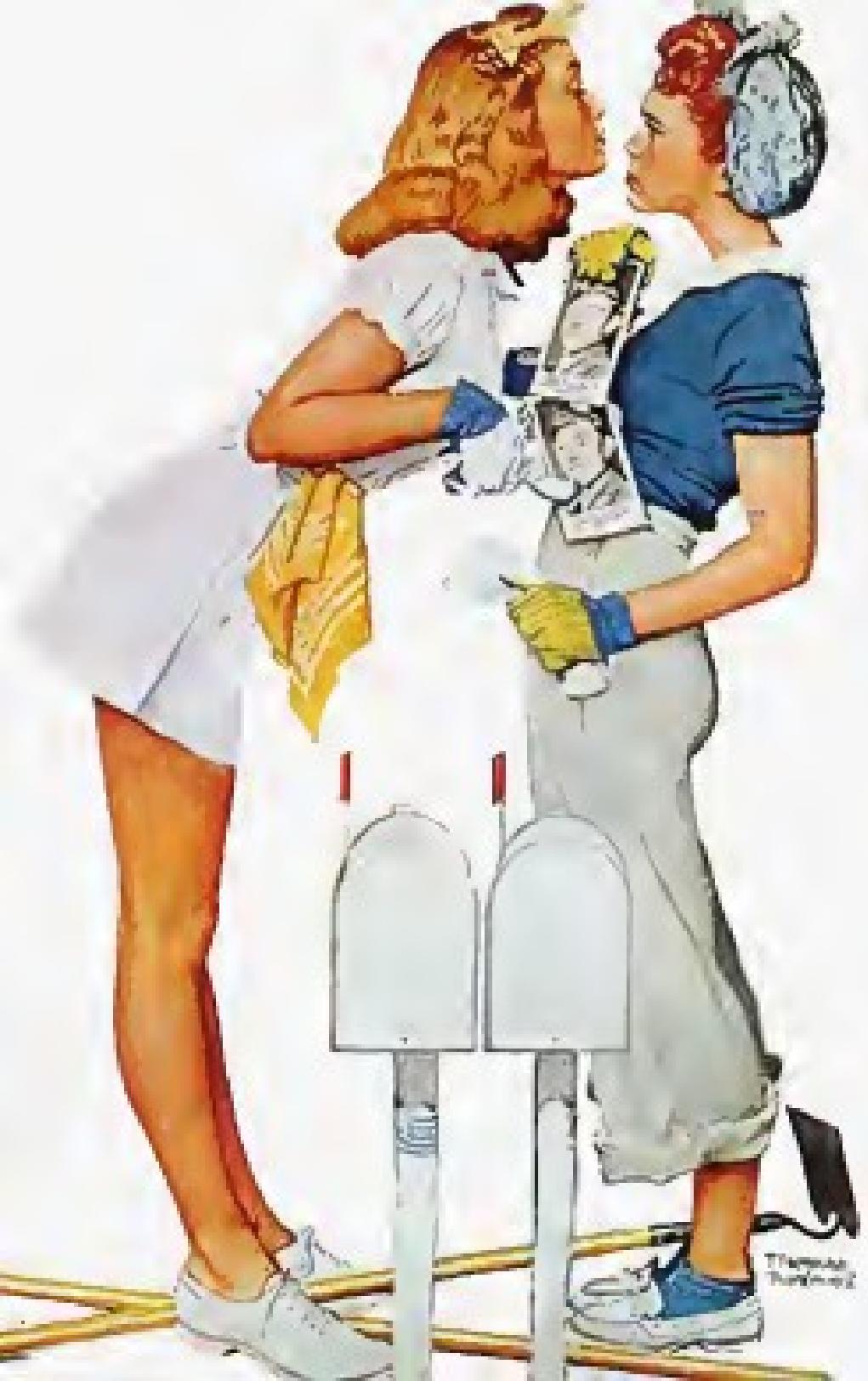
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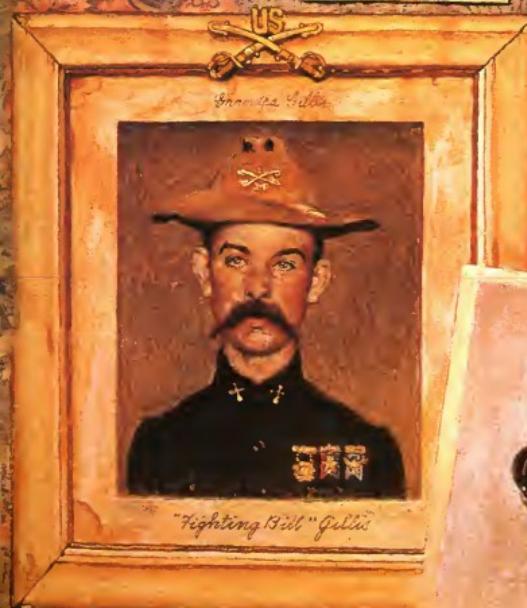


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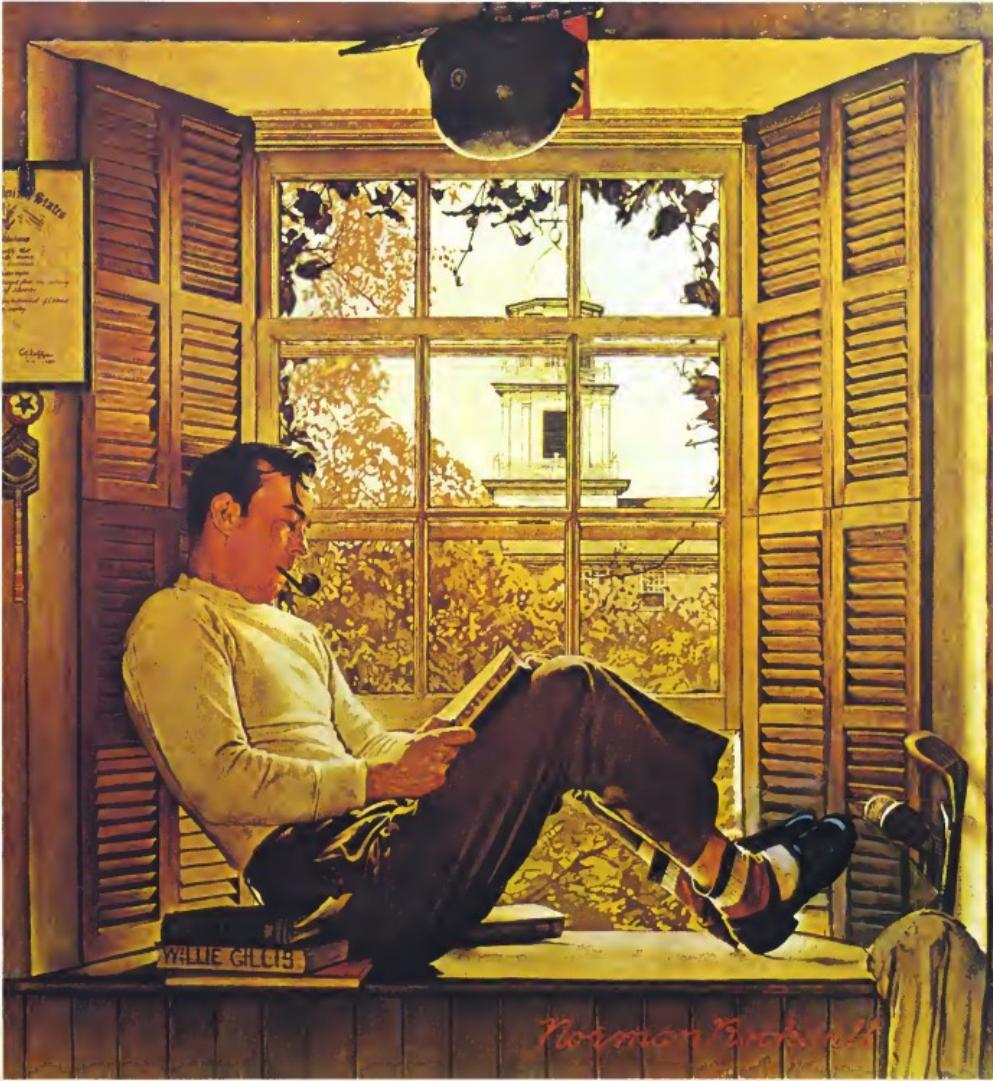


Grandpa Gillis





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WHILE GILLIS

Norman Rockwell

THE SATURDAY EVENING POST

Four

lin

Volume 201, Number 36

MARCH 9, '29

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Norman Rockwell



Norman
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1953

THE SATURDAY EVENING POST

For

Jan. 23, 1937

Volume 200, Number 10

5cts.



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THE SATURDAY EVENING

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AUGUST 3, 1946

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THE GREAT
PENICILLIN MYSTERY

By STEVEN M. SPENCER

PITTSBURGH

By GEORGE SESSIONS PERRY



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NORMAN ROCKWELL

THE SATURDAY EVENING

Post

SEPTEMBER 4, 1948

15¢

IN DEFENSE OF THE RUSSIAN PEOPLE

By Alexander Barmine
FORMER SOVIET GENERAL



NORMAN ROCKWELL





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The Saturday Evening

POST

February 16, 1952 — 15¢

I Was the Witness

WHITTAKER CHAMBERS'
OWN STORY OF THE TRIAL
OF ALGER HISS

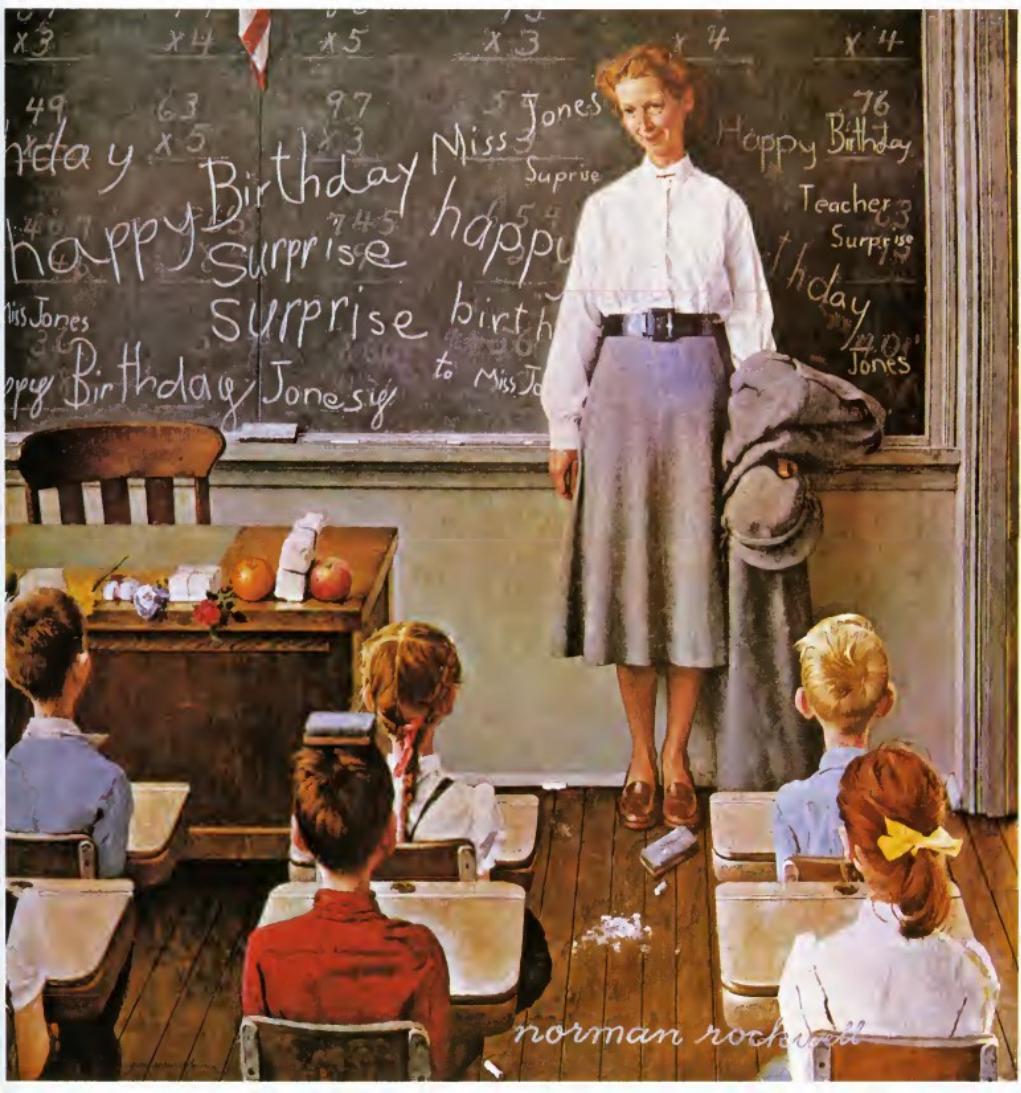
VISITOR HOME

54 53





NORMAN ROCKWELL



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The Saturday Evening

POST

March 15, 1958 - 15¢

I SHOOT THE BIG SHOTS

By a White House Photographer

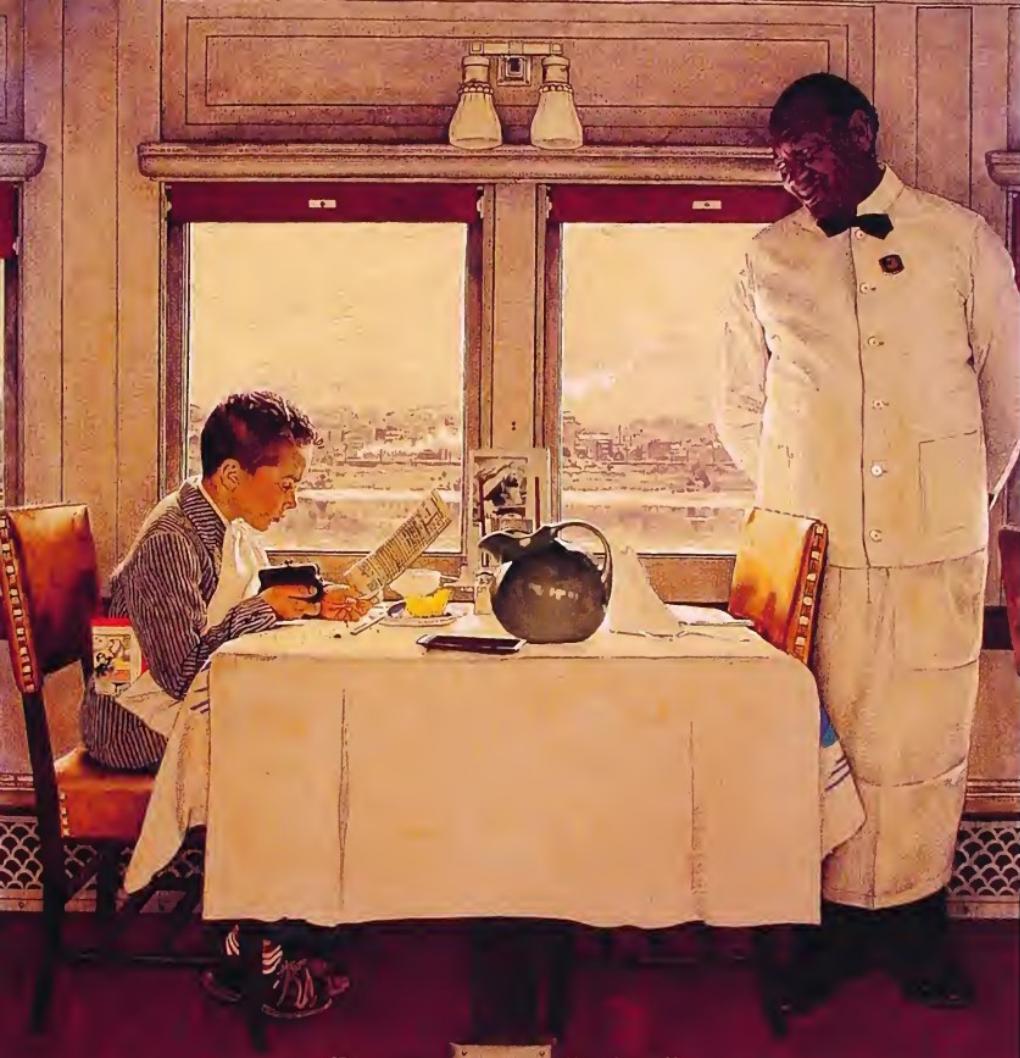
We Couldn't Pay Our Bills

By an Installment-Plan Slave



Norman
Rockwell

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Norman Rockwell



DOLORES & EDDIE
GAIETY
DANCE TEAM



Illustrated
R. Russell



THE CROWN
BRITISH AIRWAYS



Norman Rockwell





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EAST BOSTON

5

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THE SATURDAY EVENING Post

MARCH 19, 1949

15¢

THE STRANGE CAREER
OF MILTON BERLE

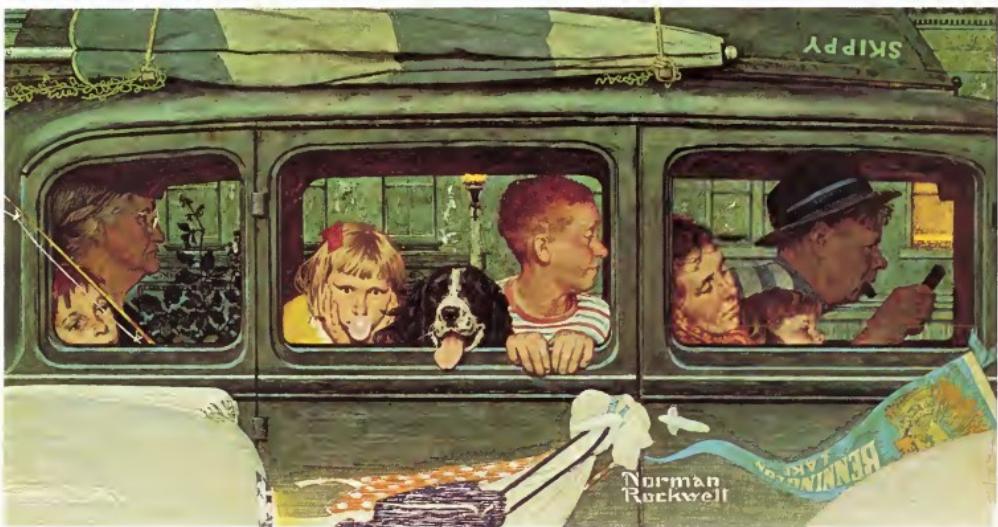
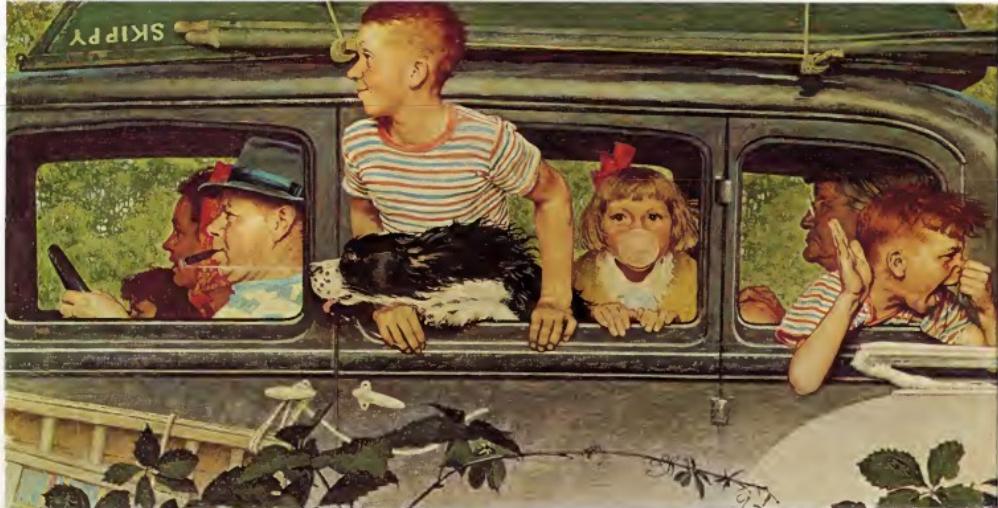
By ROBERT SYLVESTER

A Complete Novelette

By ALEC HUDSON









THE SATURDAY EVENING POST

NOVEMBER 3, 1945

10¢



CHICAGO

By
GEORGE SESSIONS PERRY

Beginning a new
ALBRAND SERIAL

THE SATURDAY EVENING POST

NOVEMBER 4, 1944

10¢



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"Worth stopping for!"



National
Rhythm

BEECH-NUT GUM and CANDY



SEE THE BEECH-NUT CIRCUS

Biggest Little Show on Earth!

A mechanical marvel . . . 3 rings of performers . . . clowns . . . animals . . . acrobats . . . elephants . . . music "n' everything! Now touring the country. Don't miss it when it visits your city.



Most popular gum in America
is Beech-Nut Peppermint. Try
our Spearmint, too, if you
enjoy a distinctive flavor.



Try Beech-Nut
Candies in your
favorite flavor.
Peppermint, Spearmint,
Sour or Assorted.



BEECHIES
Gum in a double cavity
candy container
doubly delightful that way!
Peppermint, Spearmint,



You can taste the difference Quality makes

THE SATURDAY EVE POST



For

Lin

April 21, 1934

Volume 20, Number 43

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ROSIE

McGraw-Hill
Educational



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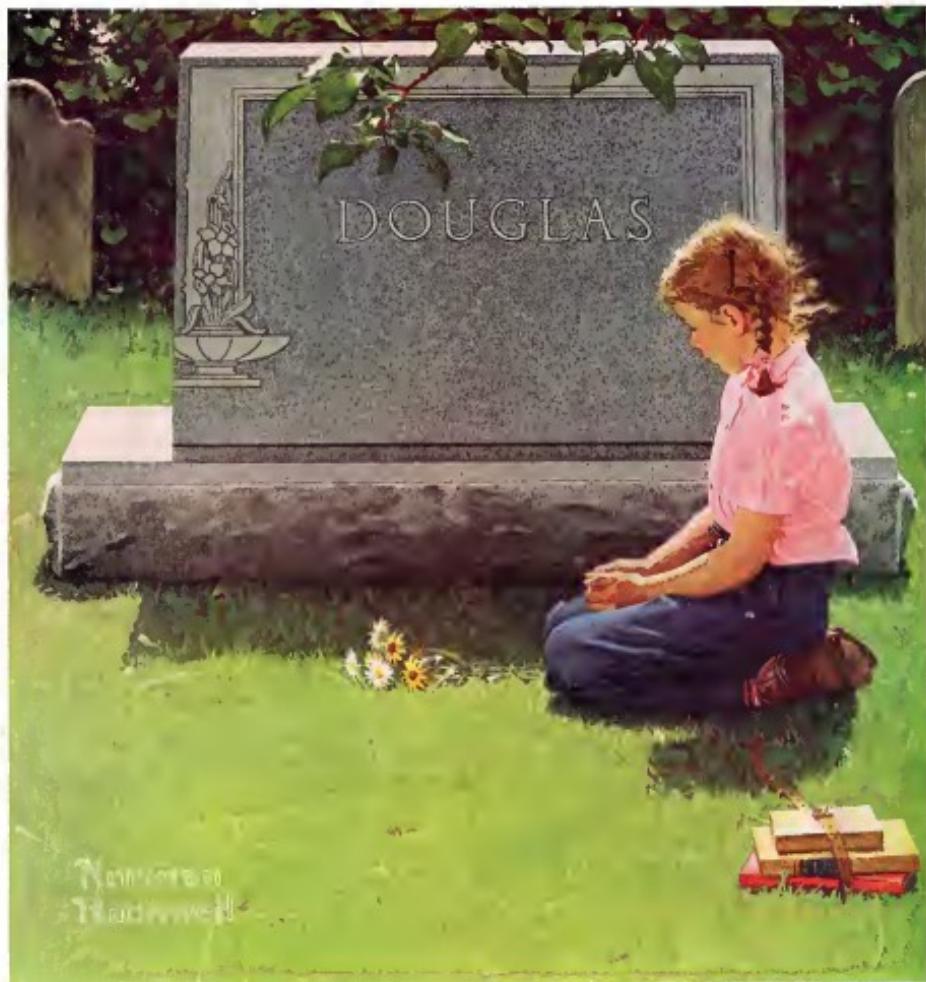


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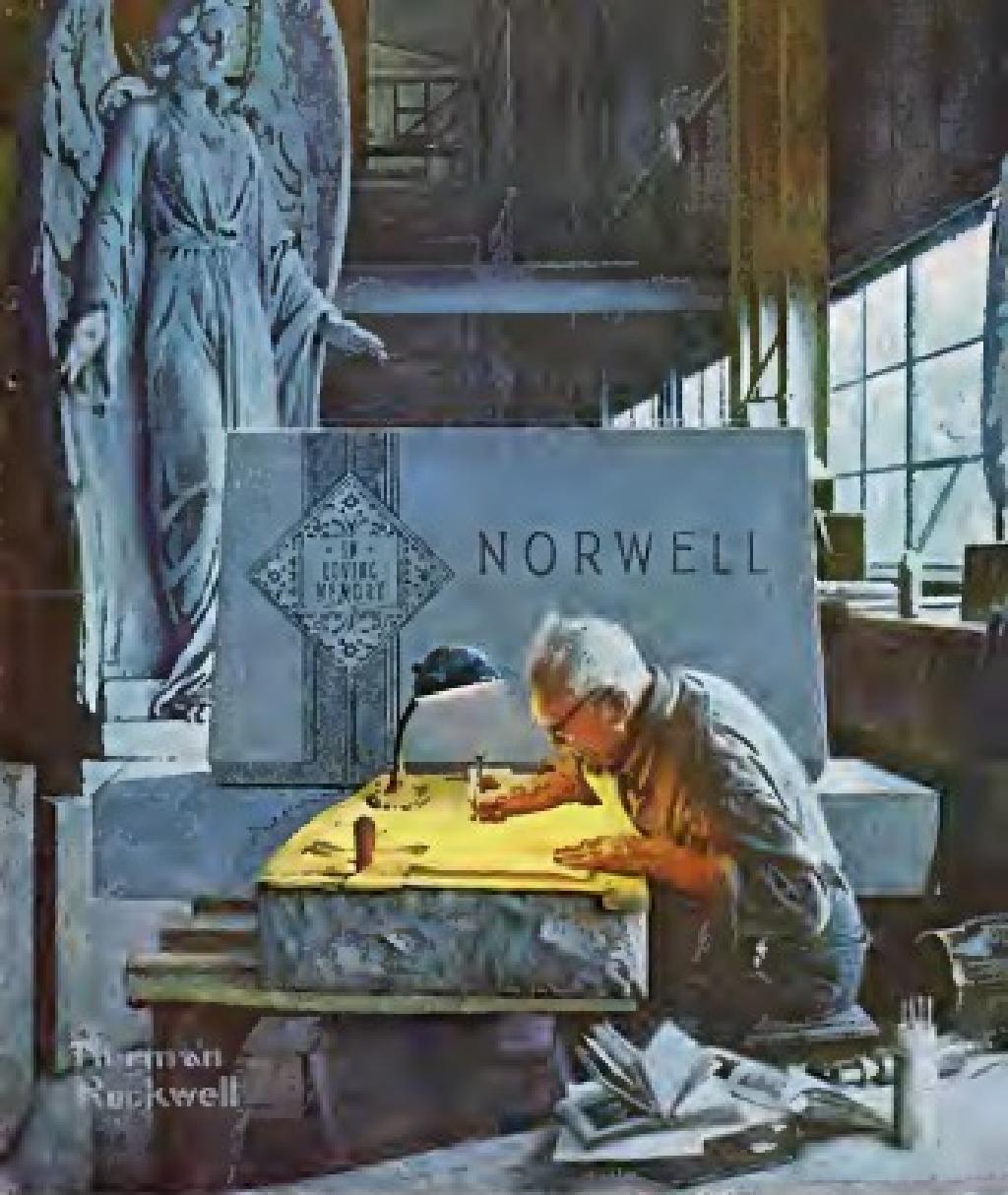
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Those who have passed from this world
die only when we, whom they loved, forget them.



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"I will carve your dearest memories in stone . . .
and sign my work with this proud Sealmark."

Look for the Rock of Ages Sealmark on the memorial you buy. It is reserved for only the finest
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Reichsmittel





DRINK
Coca-Cola



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Enchanted lands...right in your home

No dream-of-magic carpet ever journeyed through more wonderful realms ... or traveled so far so fast. There's a world of imagination in television.

And the set you home with a place in your family circle should be fine indeed ... an instrument built with pride to be owned with pride. The new DuMont television receivers, in hand-crafted cabinets, incorporate the latest DuMont electronic advances from the laboratories that introduced television to America. They offer you the ultimate in television enjoyment. A complete line of console, combination, table models.

DUMONT
First with the finest in Television

The Wimpykin Room by Mr. Shostak
Stylized Edsel® picture. Public 250-FM audio.
Automatic time clock control.
DuMont Stereo phonograph. Test screen.
Cabinet designed by Heribert Beissel.





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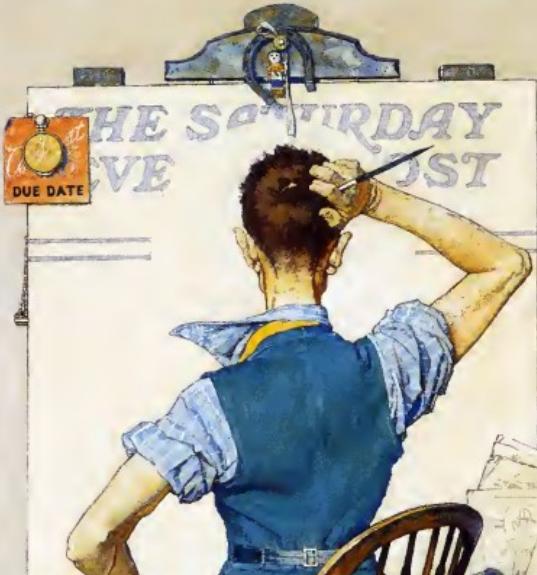




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Norman Rockwell



To my good friends Tom and Bob Hersey
Norman Rockwell

The Saturday Evening POST

January 9, 1954 — 15¢

An Ex-Government Worker Overseas Says
I RODE UNCLE SAM'S GRAVY TRAIN

**THEY DON'T TELL THE TRUTH
ABOUT THE SOUTH!**

By Herbert Ravenel Sass





To Mr. Comer
of the Quality Restaurant
sincerely
Norman
Rockwell



Norman Rockwell



Сергей
Симонов







He Helps to Get the Message Through

ILLUSTRATION BY NORMAN ROCKWELL

Along the highways of speech, in every part of the country, thousands of Bell telephone linemen help to keep your telephone service good—and make it better.

They are on the job to maintain uninterrupted service over millions of miles of wire and cable—repair trouble when it occurs and try to anticipate it before it occurs.

They are the men who push forward the lines of communication to new places and new people—through cities and towns, across deserts, under rivers and over mountain tops. By breaking all construction records since the war, they have played an important part in the constant improvement in telephone service.

In the everyday doing of the job, as in the dramatic emergencies of fire and storm, the telephone linemen help to get the message through.

BELL TELEPHONE SYSTEM



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Dorman
Rock you



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SCOUTS OF AMERICA



Norman
Rockwell



Norman Rockwell



Eyes that see around the world

The look of experience is something all

Clipper pilots have.

It's eyes that watch the weather through all the Seven Seas, in
Europe, Asia - year in and year out.

It's the look you want at your pilot when you fly overseas. And it's
a look with many people. In fact, Pan American flies more Americans

abroad than any other airline. So when you fly American, there are no strangers, in
or out of the world.

And beneath every flying Clipper, all around the world, there is a
great supporting network of qualified experience.

One thousand hours of Pan American's 17,000 employees over
experience, skills and resources.

In the air, or on the ground in over 600 offices, these are the people
make possible the fastest, most frequent service from the U.S. to any
of 80 countries.

When you fly the Clipper, the flavor of America flies with you.

PAN AMERICAN







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T. R. Housley



THE SATURDAY EVENING POST



To my old friend
Al Bond
Norman Rockwell

PEPIES

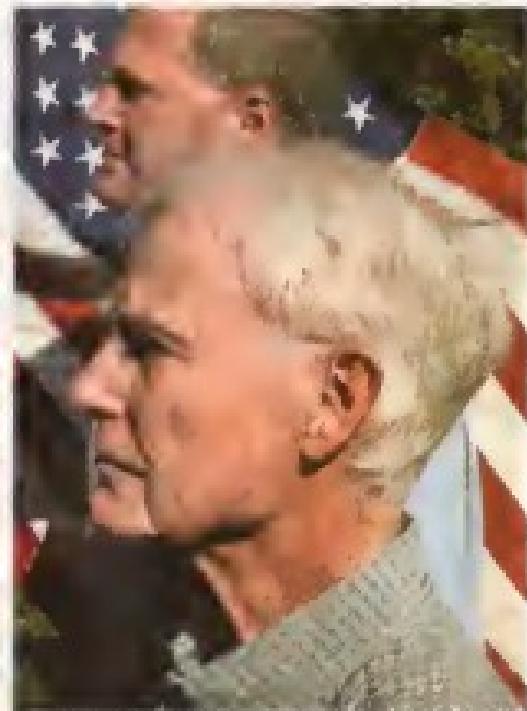
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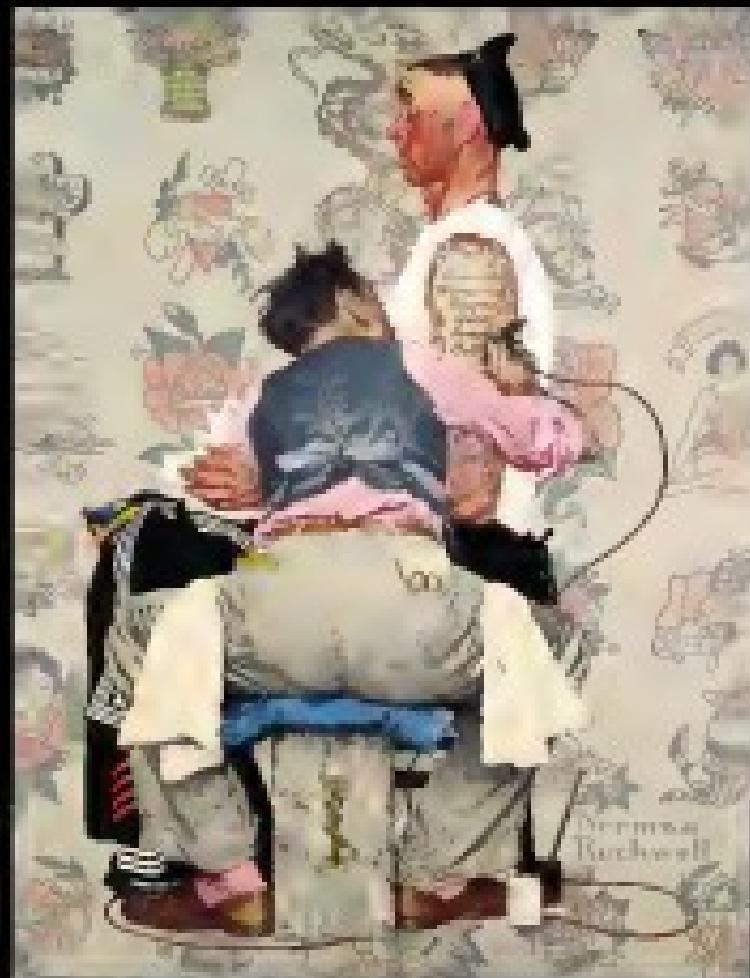


FROM PERMANENT COLLECTION OF THE NORMAN ROCKWELL MUSEUM, LICENSED BY CURTIS PUBLISHING

NATHANIEL BROOKS FOR THE NEW YORK TIMES

Rockwell's Scout, Grown Well Beyond Boyhood

James A. Edgerton Sr., left, modeled for Norman Rockwell's "Growth of a Leader" decades ago and recreated the pose with his son James Jr. at a weekend reunion of Rockwell models. Page 11.





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norman
rockwell



Murphy
Bushell

SPECIAL TODAY

Spag Hettie +
Hent balls -
Liver
Grill
Cub
W



Norman Rockwell

SPECIAL TODAY

Spaghetti
Meat balls
LINS R.
GRILL
Cub

10c



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לְמִתְרַבָּה
וְלֹא
לְמִתְרַבָּה



Norman Rockwell

THE SATURDAY EVE POST



For

From the Author
DEC. 16, 1933

in

Mr. Le Gendre

5cts.



THE
STORY
OF MY LIFE

BY
MARIE

QUEEN OF RUMANIA
Norman Rockwell

merry Christmas



PAINTED FOR PLYMOUTH BY NORMAN ROCKWELL

"Merry Christmas, Grandma... we came in our new PLYMOUTH!"

THE SATURDAY EVE POST

Fo

lin

5cts.

DEC. 21, 1935



CHRISTMAS

WILLIAM HAZLETT UPSON · FRANK H. SIMONDS

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THE SATURDAY EVENING POST

An Illus.
Four Men

DEC. 9, 1916

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In This Number

Frederick Olin Bartlett—Will Irwin—Pelham Grenville Wodehouse—Albert W. Atwood
Herbert D. Ward—Edwin Lefèvre—Maximilian Foster—Isaac F. Marcosson—Dana Burnet

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THE SATURDAY EVENING POST

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DEC. 20, '19

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THE SATURDAY EVE POST

For

Volume 100, Number 21

DEC. 4, 1926

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CHRISTMAS

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Merrie Christmas

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THE SATURDAY EVE POST

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DEC. 6,
1930

McGraw-Hill
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Christmas

Everett Sanders—Lucian Cary—Edna St. Vincent Millay—Leonard H. Nason
William Hazlett Upson—Ben Ames Williams—Louis H. Cook—Marie Kimball

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THE SATURDAY EVE POST



Fou

lin

Dec. 15, 1934

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Mr. in Canada



*"God
Bless
us
ever
one"
said
Tiny
Tim*



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Rockwell



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Rockwell



My first cartoon to '40' and I'm
With you the staff of The Eagle.

Norman
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The
Eagle



Norman Rockwell

New Year's Eve



Norman Rockwell







The Saturday Evening

POST

August 22, 1953 - 75¢

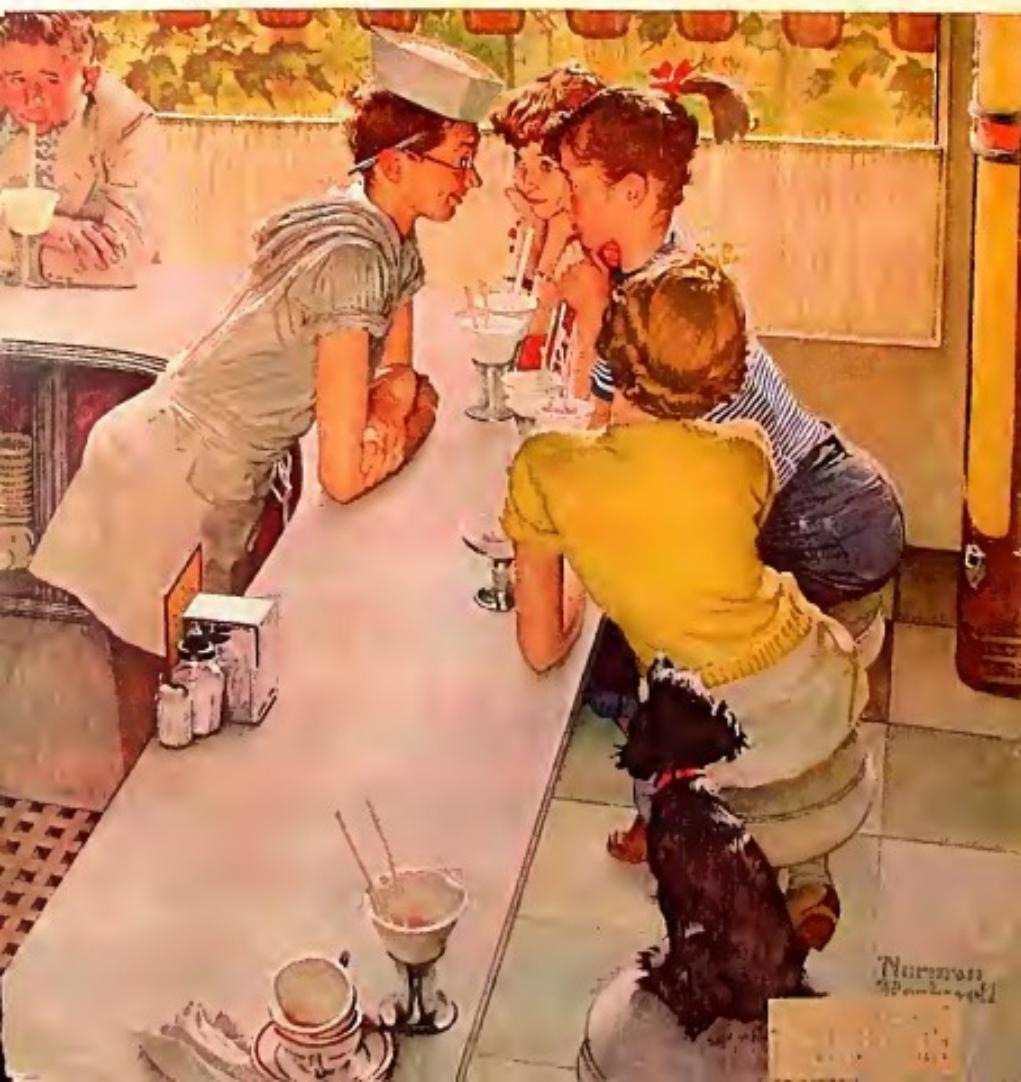
A Farewell Report to the Nation

By GENERAL OMAR N. BRADLEY

An Eyewitness Account

of the German Revolt:

"I LED A RIOT AGAINST THE REDS!"



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MARRIAGE
COUNSELOR



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RATIONING
OFFICE



Norman Rockwell



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Norman Rockwell

What makes it tick?

WHEN you listen to your watch, it speaks to you not only of the passing of the seconds but of the skills of all the men whose efforts have gone into its perfection.

To a watchmaker, your watch is like a living thing. For his world is as tiny as the watch he is working on—and as large as the history of recorded time.

Your watch ticks 132,000 times a day—every time the lever jewels strike the escape wheel. It's the constancy of this heartbeat that determines the accuracy of your watch, that

makes the big difference between a fine Swiss watch and an ordinary watch. For a fine Swiss watch is painstakingly hand-crafted—from the balance wheel that travels 3600 miles a year to the tiniest screw, no bigger than this period →.

Whether you're buying a new watch, or having a watch serviced, your jeweler will show you what Swiss craftsmanship means to you in beauty, accuracy, value—and in the ease and economy of repair. No wonder 7 out of 10 jewelers wear fine Swiss watches themselves!

For the gifts you'll give with pride

The WATCHMAKERS



let your jeweler be your guide

OF SWITZERLAND



OCTOBER

By US Post

25 CENTS

Perpetual Motion?
See page 26

Popular Science

Founded MON



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THE SATURDAY EVENING

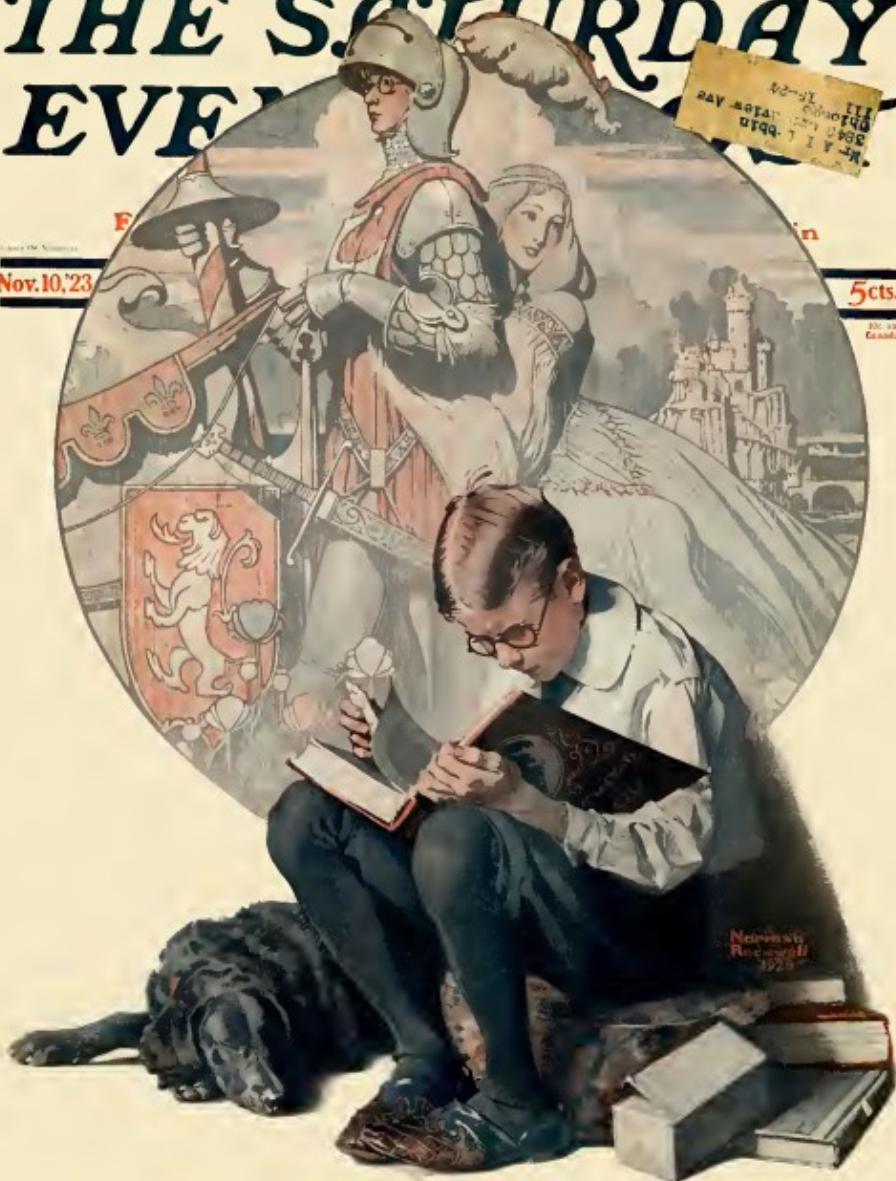


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Capítulo



Alice Duer Miller—Samuel G. Blythe—John A. Moroso—Charles Brackett
Kenneth L. Roberts—Elsie Singmaster—Isaac F. Marcosson—Hal G. Evarts



TICKETS
PLEASE



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NORMAN
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THE SATURDAY EVENING POST

OCTOBER 30, 1948

15¢

SHOULD WE REPEAL THE
TAFT-HARTLEY LAW?

By J. Mack Swigert

NIAGARA FALLS



Norman Rockwell



Warren
Reeves II

The Saturday Evening

POST

May 25, 1957 • 15¢

I Call on Groucho

By PETE MARTIN

How Will America Behave IF H-BOMBS FALL?





BOY SCOUTS
OF AMERICA
34TH
ANNIVERSARY

BOYS' LIFE

FEBRUARY
1944

20 CENTS A COPY
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BOY SCOUTS OF AMERICA

BOY SCOUTS OF AMERICA

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BOYS' LIFE

FEBRUARY 1943

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A SCOUT IS FRIENDLY

A Scout is friendly
to all and a brother
to every other Scout

The Fourth Scout Law





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Norman
Rockwell

The Saturday Evening

POST

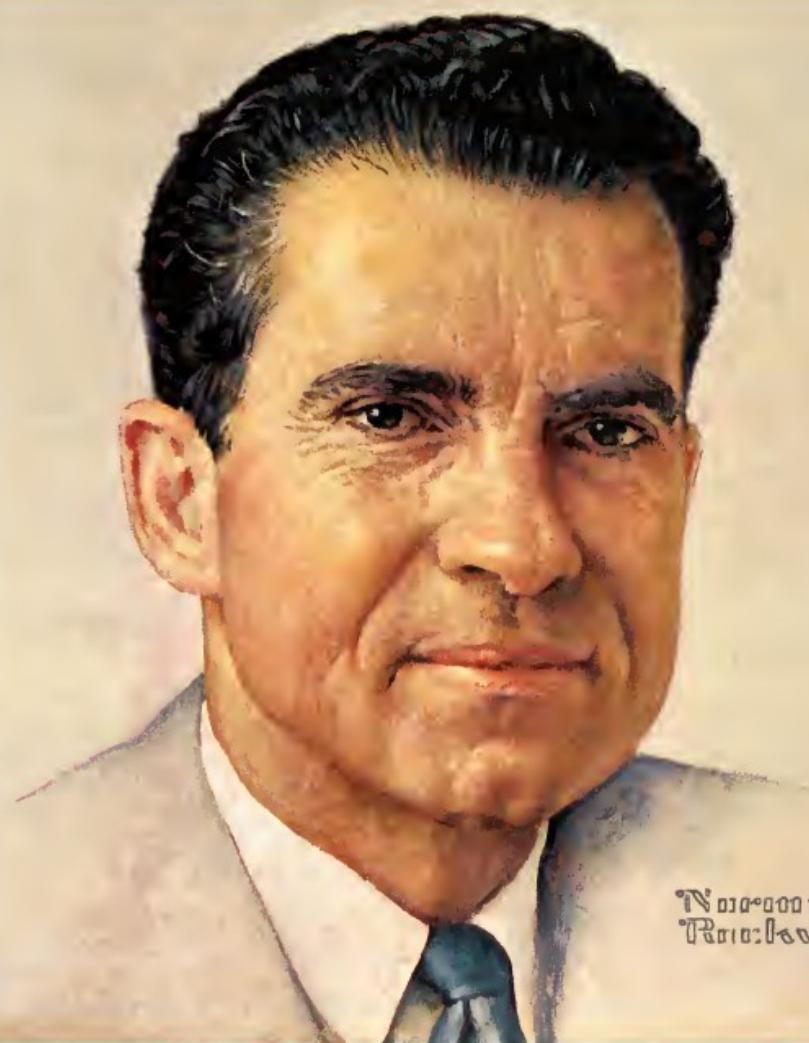
November 5, 1960 - 15¢

WITH CANDIDATE NIXON ON CAMPAIGN

AN EXCITING NOVEL BY RICHARD POWELL

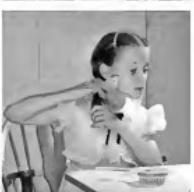
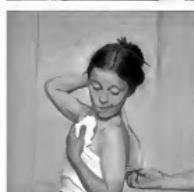
WIFE'S-EYE VIEW: "HUSBAND TRANSFERRED"

AMERICA MUST GROW, BY WALTER LIPPmann



MARRIAGE COUNSELOR





The Saturday Evening

POST

March 29, 1952 - 15¢

My Personal War With the Russians
By an American Sergeant in the Soviet Zone

GOD SAVED MY BABY
WHEN THE DOCTORS GAVE UP

By Samuel H. Binder



Norman
Rockwell

BOYS' LIFE



Published by the Boy Scouts of America

NOW 10 CENTS

FEBRUARY 1933



BOY SCOUTS OF AMERICA



Norman
Rockwell

Scouts of the World!

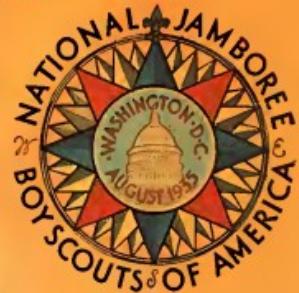
JULY 1935

PRICE 10 CENTS

BOYS' LIFE

MORE THAN

CIRCULATION



ON TO
WASHINGTON!



BOYS' LIFE

15¢

FEBRUARY
1940

A Scout is Reverent

He is reverent toward God. He is faithful in his religious duties, and respects the convictions of others in matters of custom and religion.

The Twelfth Scout Law



Norman Rockwell

THE SATURDAY EVENING POST

Fo-

Volume 106, Number 19

Nov. 7, 1931

lin

10c. in Canada
(including tax)

5c. THE COPY



N
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Elizabeth Alexander—Edwin Lefèvre—J. P. Marquand—Samuel Crowther
Margaret Weymouth Jackson—Vincent Sheean—Paul Jones—Fannie Hurst

The Saturday Evening

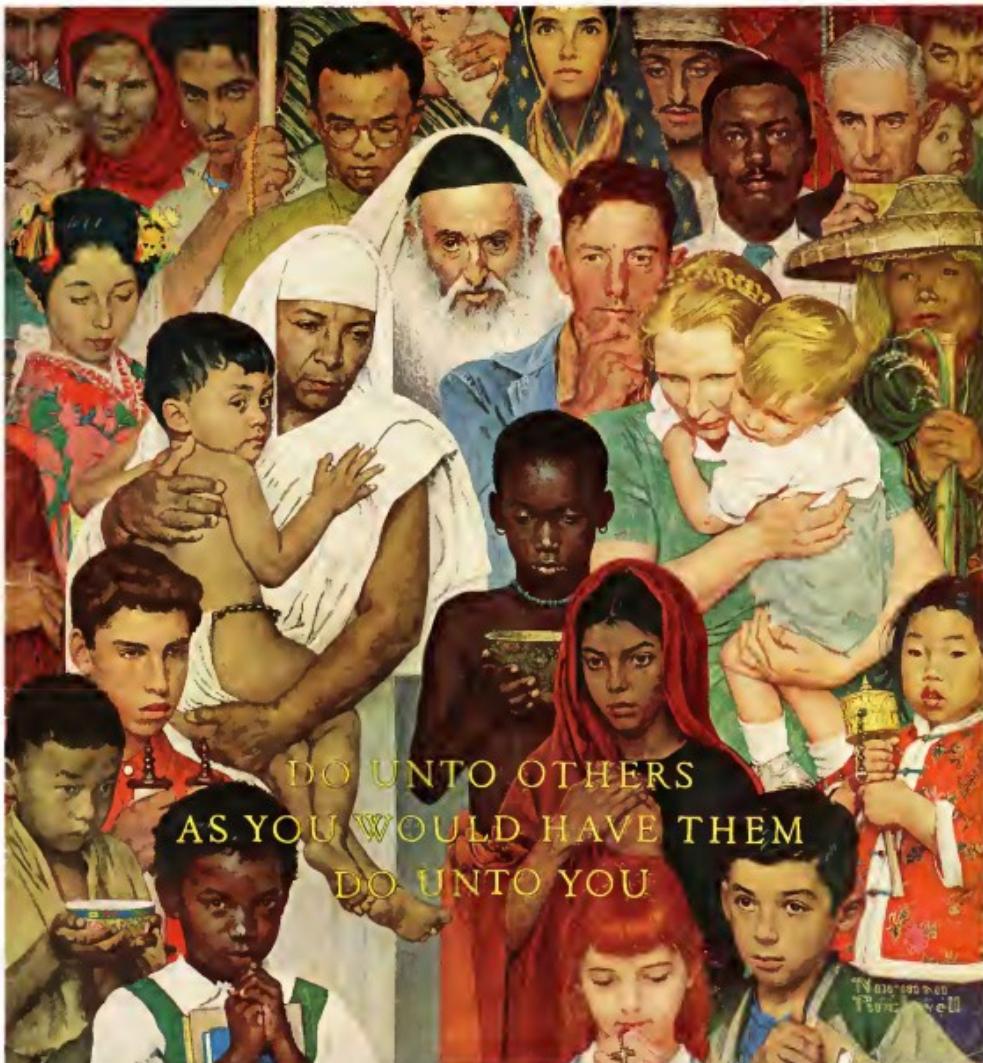
POST

April 1, 1961 • 15¢

THE NEW UTAH

My Adventures Among the U.S. Senators

By DEAN ACHESON



DO UNTO OTHERS
AS YOU WOULD HAVE THEM
DO UNTO YOU

APRIL 1934

NOW
10¢



BOYS' LIFE

FOR ALL BOYS ... Published by the BOY SCOUTS OF AMERICA...



SPRING • WINTER

HORNBLAST
Flockwell

... and then Ma, or Grandma brought 'em in —
STEAMING HOT, FRAGRANT WITH SUNSHINE, OUTDOORS AND SUMMERTIME

Norman Rockwell



For colored post of this painting by Norman Rockwell, without advertising, on special paper, send 10 cents to Dept. U, Minnesota Valley Canning Co., Le Sueur, Minn., or Pure Foods of Canada, Ltd., Toronto, Ontario.



DRY YOUR EYES, MEN,
HERE'S HOW TO RECAPTURE THAT
BOYHOOD THRILL.



You don't have to go to the farm...
Just phone the grocery. Ask for Niblets
Brand Corn — corn-on-the-cob-without-the-cob. The kind with the big Green
Giant on the label.

Last summer at the height of the fresh
corn season the tall, tender kernels of
this delicious golden corn were sliced

fresh from the cob. Then their garden-fresh sweetness was immediately sealed in vacuum.

The distinctive fresh flavor and ten-
derness are found in no other corn
because this breed (known in our labo-
ratory as "D-138") is exclusively con-
trolled by us... Eat and grow young!

Niblets Brand Corn

Norman Rockwell, distinguished member of the After-Shave Club, as sketched by fellow-member Constantin Alajalov.

NORMAN ROCKWELL

Invites
you to join

ONE OF THE WORLD'S
FOREMOST CLUBS



It's a friendly gesture Norman Rockwell makes in asking you to join him in the Aqua Velva After-Shave Club. Aqua Velva rescues the harshest shave. It tingles your skin to a healthier glow . . . its most agreeable scent is a pleasure to have around. It's good before and after electric shaving, too. Pick up a bottle of Aqua Velva at any drugstore.

A FEW OF THE MEMBERS

Paul Lukas Brig. Gen. John J. Bradley, U.S.A., Ret'd
Ely Culbertson Albert Spalding Ted Husing

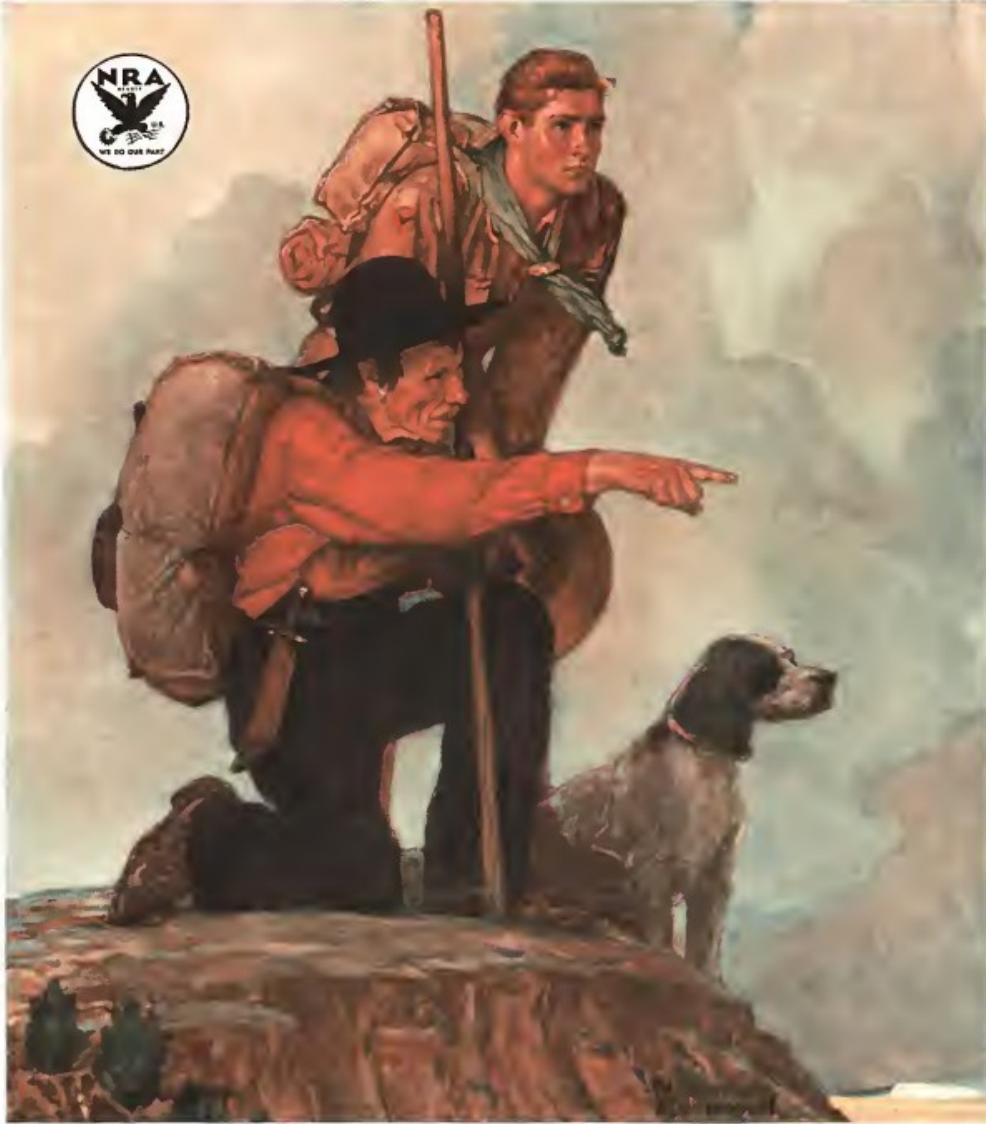
BOYS' LIFE



NOW 10 CENTS

Published by the Boy Scouts of America

FEBRUARY 1934



Athletics – Scouting – Adventure – Mystery

Boys' Life

FOR ALL BOYS

THE FORTY-SECOND
ANNIVERSARY OF THE
BOY SCOUTS OF AMERICA

FEBRUARY 1952 25 CENTS A COPY



THE SATURDAY EVE POST

5cts.

sky
Franklin

June 4, 1938

Volume 216, Number 49



ELEANOR MERCEIN
WILL DURANT • STANLEY WALKER

THE SATURDAY POST

Weekly
by Benj. Franklin

5c.

2c. IN CANADA

July 26, 1941

VOLUME 214, NUMBER 4



N.R.



Norman
Rockwell

"Oh, Boy! It's Pop with a new PLYMOUTH!"

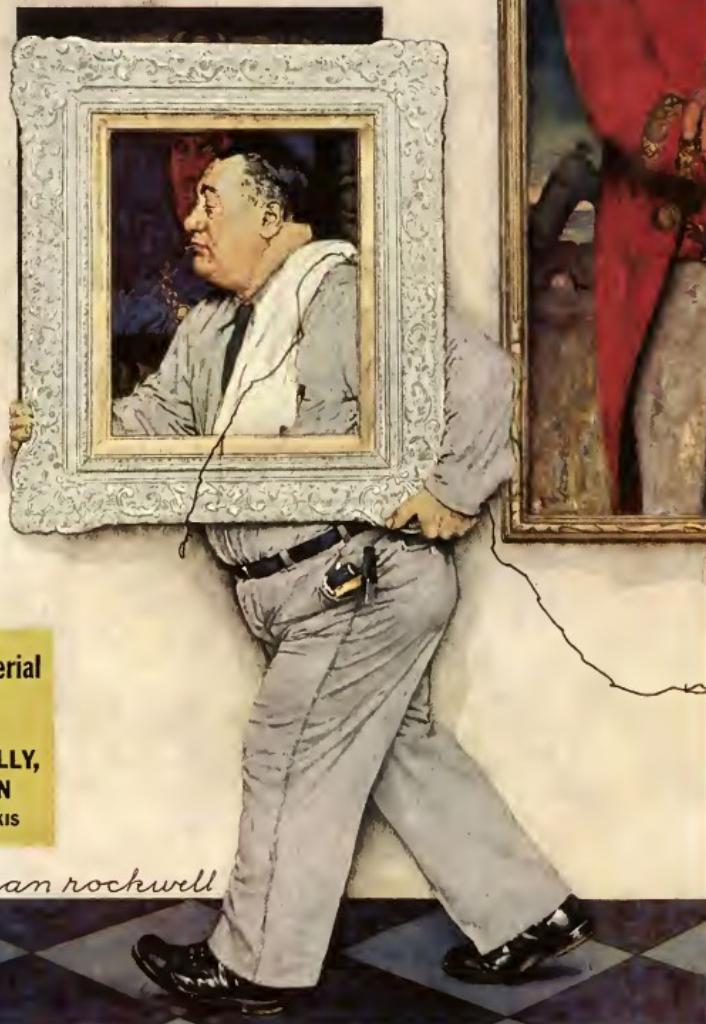
PAINTED FOR PLYMOUTH BY NORMAN ROCKWELL

X.R.

THE SATURDAY EVENING POST

MARCH 2, 1946

10¢



A New Western Serial

By LUKE SHORT

COMMANDO KELLY, BUSINESSMAN

By RICHARD TREGASKIS

norman rockwell



The routes of the Flying Clippers lead to Rome, too.
It's a city of fountains, fashion, and wonderful shopping.



This Turkish coffee seller
is getting a close look at
my sketch book.
That's the
Blue Mosque
in the background.



Four steps in learning to ride a camel.

magic carpet around the world"

"I call Pan Am the world's most generous airline because they showed me more of the world in less time than I ever thought possible," says Norman Rockwell. "On the ground and in the air they made me feel at home... even in faraway places like Rangoon and Hong Kong.

"My Pan Am tour of the world was exciting, but any trip abroad will give you a new look at some wonderful people. And there's no better way to go than on the wings of a Pan American Clipper*."



Hawaii is a real fun and
sun land. Here I am sketching at
Waikiki... surrounded by distractions.

Wherever you go you'll want "New Horizons," the travel book that guided Norman Rockwell 'round the world. Hundreds of photos, new maps, 16,287 useful facts, packed into the new 576-page edition—greatest world travel guide ever written. Send \$1 for "New Horizons" to: Pan American, Dept. 110, Box 1111, New York 17, N. Y.

*Trade-Mark Reg'd U. S. Pat. Off.

This pig-tailed young lady is a small neighbor friend of Norman Rockwell up in Arlington, Vermont.

Mr. Rockwell has painted her many times before, but never eating Kellogg's Corn Flakes.

She eats them all the time, however, and this is how she looks. She likes them, as you can plainly see. So does Mr. Rockwell. So do most people.

These are the friendly flakes that get a real hold on your appetite.

Small moppets have been stowing them away and spilling a few in their bathrobe pockets for over 50 years. They're the cereal that's most often

back of father's newspaper . . .
the cereal mother likes, too,
when she has time to eat . . . the cereal that millions have
grown up with and never said goodbye to.

The problem, of course, is that people are always running out of Kellogg's Corn Flakes—and that's a very good way to make someone cross at breakfast. How is it with you? Need another package?



Now on Kellogg's Corn Flakes packages—four Kellogg's Kids by Norman Rockwell. Pick your favorite; win cash prizes (\$2,500 first prize). Details on packages.



Norman
Rockwell

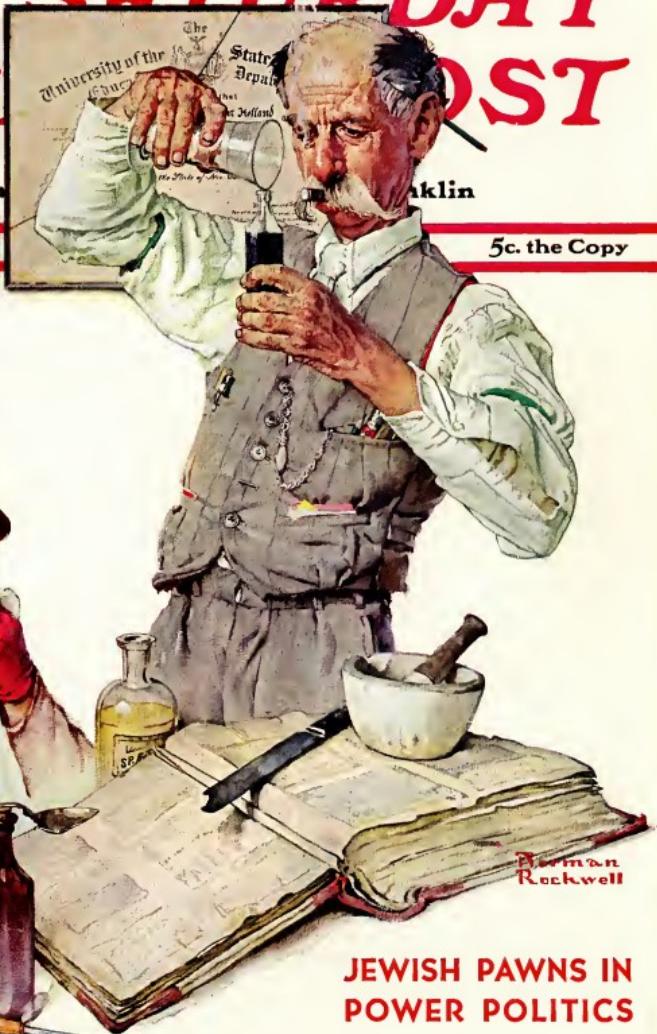
THE SATURDAY EVENING POST

Found

March 18, 1939

5c. the Copy

Volume 211, Number 38



JEWISH PAWNS IN
POWER POLITICS

BEGINNING FALSE TO ANY MAN By LESLIE FORD

THE SATURDAY EVENING POST

NOVEMBER 18, 1950

15¢

THE BIG URANIUM RUSH OF 1950

By Joe PRICE IN BRITAIN
TWO SHILLINGS
ROLLS HOUSE PUB CO
Is the M
By Deems



SE

The Saturday Evening

POST

June 29, 1957 - 15¢

HERE'S HOW I CHEAT YOU

By a Gyp Furniture Salesman

PARADISE FOR
HORSE PLAYERS

BY RED
SMITH

Norman
Rockwell



XR

THE RECRUITERS' BULLETIN

Published Monthly in the Interests of the Recruiting Service of the U.S. Marine Corps

October
1918



Painted for Recruiters' Bulletin

VOLUME 4

NEW YORK

NUMBER 12

The Saturday Evening **POST**

August 30, 1952 — 15¢

CALIFORNIA'S WEIRD
OVERFLOWING SEA

By Keith Monroe

Helen Hayes Tries Hollywood Again

By Pete Martin





Norman
Rockwell

XR

To the parents of:

I have examined Johnny's teeth
and find no new caries

NBN D.D.S.



Norman
Rockwell

XR







Norman
Rockwell

Standing there in the rain, holding an umbrella over him, you feel very close to that youngster of yours. You want to protect him . . . and help him . . . in every possible way.

There are two important steps that you can take now:

1. Start on a Massachusetts Mutual educational plan tailored to your own situation, and be sure that when your child is ready for college the money will be ready too.
2. Give him a head start on a financial program of his own with a Massachusetts Mutual *Progressive Protection* policy. Every \$1,000 of insurance automatically increases to \$5,000 at age 21, but the premium never increases.

Ask a Massachusetts Mutual man to tell you about educational insurance and *Progressive Protection* suited to your plans for your youngster. Or call our General Agent listed under "Massachusetts Mutual" in your phone book.



Norman
Rockwell

Massachusetts Mutual
LIFE INSURANCE COMPANY
SPRINGFIELD MASSACHUSETTS
The Policyholder's Company



The Saturday Evening

POST

September 17, 1960 — 15¢

**Inside Blair House:
Where the President's
Guests Unwind**

Is There a "Women's Vote"?





Norman
Rockwell

XR



Norman
Rockwell

THE SATURDAY EVE POST

CONVENTION



Norman
Rockwell

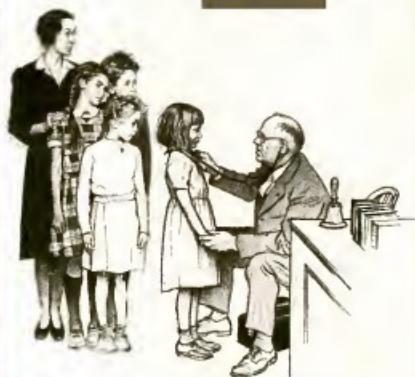
PM XRC



Norman
Rockwell

XR

A FAMILY DOCTOR
continued



School doctor. He treats all ages—from portal to portal, a wing said.



His prescription for relaxation:
Au-Flax (river water) with trout.



Consultation. It may be bad news! "One more day like this and you can go back to school."



Holiday—minimum camp with a trout stream and no phone.



In town meeting, his opinions carry weight.



All-night vigil—when a doctor's presence during a crisis may be the best medicine.



T
R



His collection of Vermont historical material fills four booklined rooms.



NORMAN ROCKWELL VISITS

A FAMILY DOCTOR

A YOUNG doctor who had opened his first office in Northampton, Mass., to join Dr. George A. Russell, New York City's most overwrought he stopped in Arlington, Vermont, putter up in a pre-Revolutionary inn. It was an old town, flourishing long before Ethan Allen and Green Mountain men were born, with many American traditions. The greater blood has lived at the place, so well that he resolved to stay there. He has become on all but indispensable citizen, a favorite at picnics and a wheelhouse to the officials. His health record has brought many calls to Norman Rockwell's house, for this town of 1200 is the artist's home, and now the famous artist pays a professional call on the doctor with paint and pencil. For in Rockwell's opinion, Dr. George A. Russell, M.D., personifies a whole breed of hard-

working men who deserve well of the Republic—the family doctors.

This doctor is not horizontal and sedentary, but vertical and local. In an age of specialists, here are "generalists," exposed to battle everything from appendicitis to appendicitis, which, along with being a generalist, is an advantage beginning with No. 2, is an eye trouble in the shape of the Seven. "Worth many another man to my community?" was the value the great Sir William Coleridge set the doctor's services at. The physician's profession, he says, is like this: "We couldn't do without Doctor Russell. He's one the town couldn't spare." For thirty-three years—he spent three overseas in the War—he has done, hand-to-hand and splinted them, put the broken veterans together, dished up the hellos, treated the seasteads and mangroves, and

stitchéd up the town's cuts. (When they were loggers the woods, bloody accidents were common.) He is a good man, the railroad doctor, and his consulting room has treated almost everyone in town and the countryside round.

The clutched desk stands a portrait of his daughter as Arleen, who now brings the diploma to him from the University of Vermont, with his wife by his side. She is a widow, and the man she fully preferred would have heartened the late Daniel Royce. "My old man," he writes, "said like a wise man the family in his vicinity commenced to follow him just because the man was kind and works of the doctor he knew, and that bolstered him up rightaway." We didn't ask Rockwell if a Vermont doctor leaps into action gladly even on behalf of a Democrat or a York Stofer, but apparently he both his friend would pass even that test.

occasional shaved bull's-eye diabolos. "The only trouble with you," he informed a woman during the cool off-the-season summer, "is you city people come to visit us, and that gives us too much money."

These don't wait because roads are sealed with asphalt and a doctor called to treat postmen often risks getting it on the way. This is a rugged life, with its miseries, but the doctor's son, with whom he is particularly close, says, "I think he's the best doctor I ever saw."



Norman
Rockwell

MIDDLETOWN DENTAL CLINIC

HOURS 9-5

Miss Fay
I'm happy to report
no new cavities for Danny
since his last visit.
J. D. DDS

Norman
Rockwell

"Look, Mom—no cavities!"

Crest Toothpaste stops soft spots from turning into cavities—means far

less decay for grownups and children.

And Crest freshens your mouth—

sweetens your breath.



MVV



® Registered in the U.S. Patent & Trademark Office
American Dental Association Seal of Acceptance
Bordette Breath Freshener
© 1971, The Procter & Gamble Co.

A color illustration by Norman Rockwell of a young boy with short brown hair, wearing a dark blue baseball cap and a light-colored zip-up jacket over a dark blue collared shirt. He is smiling broadly, showing his teeth. In his right hand, he holds a yellow rectangular card with handwritten text.

EN VALLEY ELEMENTARY SCHOOL

report for:

Mike Hayward

on of teeth:

not a single new cavity
this time

H.O.

D.D.S.

Norman
Rockwell

XR



ENTRY BLANK

Here is my contest entry (complete this sentence in 25 additional words or less): "I believe my family should brush with Crest because

Be sure to enclose both end flaps from any size Crest carton. You can get additional entry blanks at the store where you buy Crest.

My name is _____ (please print)

Address _____

City _____ State _____

If you are not a mother, put the name and address of the mother you would like to win the prize here: _____

I bought Crest at (name and address of store) _____

MAIL TO: CREST Contest for Mom, Dept. C-1
P. O. Box 115, Cincinnati 99, Ohio

Norman
Rockwell



Norman
Rockwell

XR

POST



My very best
to
Stanford Hall
cordially
Norman
Rockwell



Norman
Rockwell

XR



XR

Norman Rockwell

Date
Don't count on
This Christmas

1-215-436-0820
215 - GL 9 6000

Are they for
○ Second
comes 2/

①



7 $\frac{1}{2}$ inches
Cordless
Putting up
Xmas
wreath

for this Xmas?
When do you
need them

②



Decorating Christ.
mas Tree

Christmas wreath
" ornaments
" ribbon

size winter clothes
Models

2 cute boys of 8 yrs.

John Party

2 cute girls about 8 or
10 years.



Opening
Christmas
presents

NORMAN ROCKWELL
STOCKBRIDGE
MASSACHUSETTS

Dear Ron,

Here are two drawings

I am sending to see if I'm
on the right track. Also
the photos of the models
to help the engravers.

Before I proceed
with the other eleven
drawings I need your
suggestions.

Cordially

Norman



Norman
Rockwell

XR





Norman
Rockwell

XR



The street was never the same again

When the noise came, your Aunt Ella was always out back somewhere—and you were the one they screamed at every time to go find Aunt Ella. She wanted to see it with her own eyes.

So did you. The noise itself was strange and new and exciting—the little explosions pop-pop-popping regularly, the whirring grind and the sudden clanks.

And then around the corner Henry Ford drove into your life, sweeping majestically by in the "contraption." There was no real name for it—Henry Ford himself called it a motor-wagon.

This was a fine high moment. Everything froze in the glorious instant of surprise and shock. Then the horses skittered, the dogs began to yipe, and you and your friends chased madly along the street, shrieking the latest slang: "Get a horse!"

Then the motor-wagon chugged out of sight. The carpenter picked up his hammer again, the horses settled back in the shafts, and life went on.

In the chuckling crowd that drifted off, shaking heads and gossiping, there were very few who realized that they had seen something important. No one knew that the street would never be the same again—that American life itself was being changed. And certainly no one dreamed that this one little type of motor-wagon alone would have more than 36,000,000 descendants.

No one but Henry Ford—and he was a hard-selling salesman simply because he was a man with a dream. He dreamed of transportation for the masses—a light, strong car made swiftly in such great quantities that everyone could own one.

He plodged away at the dream for seven years—and then on June 16, 1903, he organized the present Ford Motor Company.

That date is one of the prime milestones of the American Road, the way of life that has made this nation great. The American Road stands for the 3,322,000 miles of highways that network the nation today to serve the automobile, but it also stands for something far greater—the supreme essentiality of the automobile to modern living.

The automobile began as simply a way for people to move about more swiftly and more comfortably. But now the auto has come to mean more—it is the base of our national mobility, the mobility that serves us in peace-time and defends us in wartime.

As Americans we break new ground every day and so we will forever. Always we hold before us the belief that the best is yet to be. And to that stubborn and realistic dream of life the Ford Motor Company dedicates itself in this year of its Fiftieth Anniversary.



Fifty Years
Forward
on The
American
Road



Ford Motor Company

FORD • LINCOLN • MERCURY CARS
FORD TRUCKS AND TRACTORS



5/200

Norman Rockwell

XR

The boy who put the world on wheels

The boy was ten years old, slim as a luggy-whip and quick as a cricket. He had a passion for machinery. He tinkered with all the clocks in the old white clapboard farmhouse until they tick-tocked the right time.

One Sunday morning, after church, a neighbor took out his big gold hunting-case watch. He said: "Henry, can you fix my old turnip?" The boy found that a jewel was loose in the works; he jiggled it back into place, and the watch ran.

The neighbors around Dearborn began to bring him their ailing timepieces. So young Henry Ford set up shop on a shelf in his bedroom, working nights after chores—in the spring to the fragrance of the farmyard lilacs, in the winter keeping warm with an oil lantern between his feet.

He ground a shingle nail down into a tiny screwdriver, made tweezers from his mother's corset-stays, and little files from knitting needles. All his life he tinkered watches, and never had to use a jeweler's eyeglass.

For he could almost see with his long thin steel-sprung fingers—the fingers of the hands that put a nation on wheels. His passion for machinery became an idea, and the power of that idea has rolled on through the years.

He learned how to run and fix and make every kind of machine there was. Then he began on the machine that wasn't—a horseless carriage.

In 1896, seven years before the founding of the Ford Motor Company, he trundled his first little two-passenger machine out into the alley hack of Bagley Avenue in Detroit, and ran it around the block. It had two cylinders, four bicycle wheels and was steered with a tiller, like a boat. He called it a "motor-wagon." Long since it has become a museum-piece, but it still runs—and it has had 36,000,000 descendants on the highways of the world.

His idea was to make a useful thing—as useful as possible, as low-priced as possible—a car for everyone. The Ford Motor Company was founded, on June 16, 1903, in the hope the world was ready for the idea.

This year is the Fiftieth Anniversary of the Ford Motor Company. To us this anniversary has one meaning above all others—it means that this is still the kind of world in which a farm boy's useful idea can gradually bring about a better way of life for millions of people.

Henry Ford brought only his idea, his car and his bare hands to the company fifty years ago. Then the pavements ended just outside the cities, in dust tracks. Now the American Road means far more than a vast network of highways. It is a symbol of a never-ending search for progress, peace and plenty for all mankind.

The Ford Motor Company, in celebrating its 50th Anniversary, is dedicated to one simple proposition; the best along that road is yet to be.



Ford Motor Company

Fifty Years Forward on The American Road

FORD • LINCOLN • MERCURY CARS • FORD TRUCKS AND TRACTORS

NORMAN
ROCKWELL

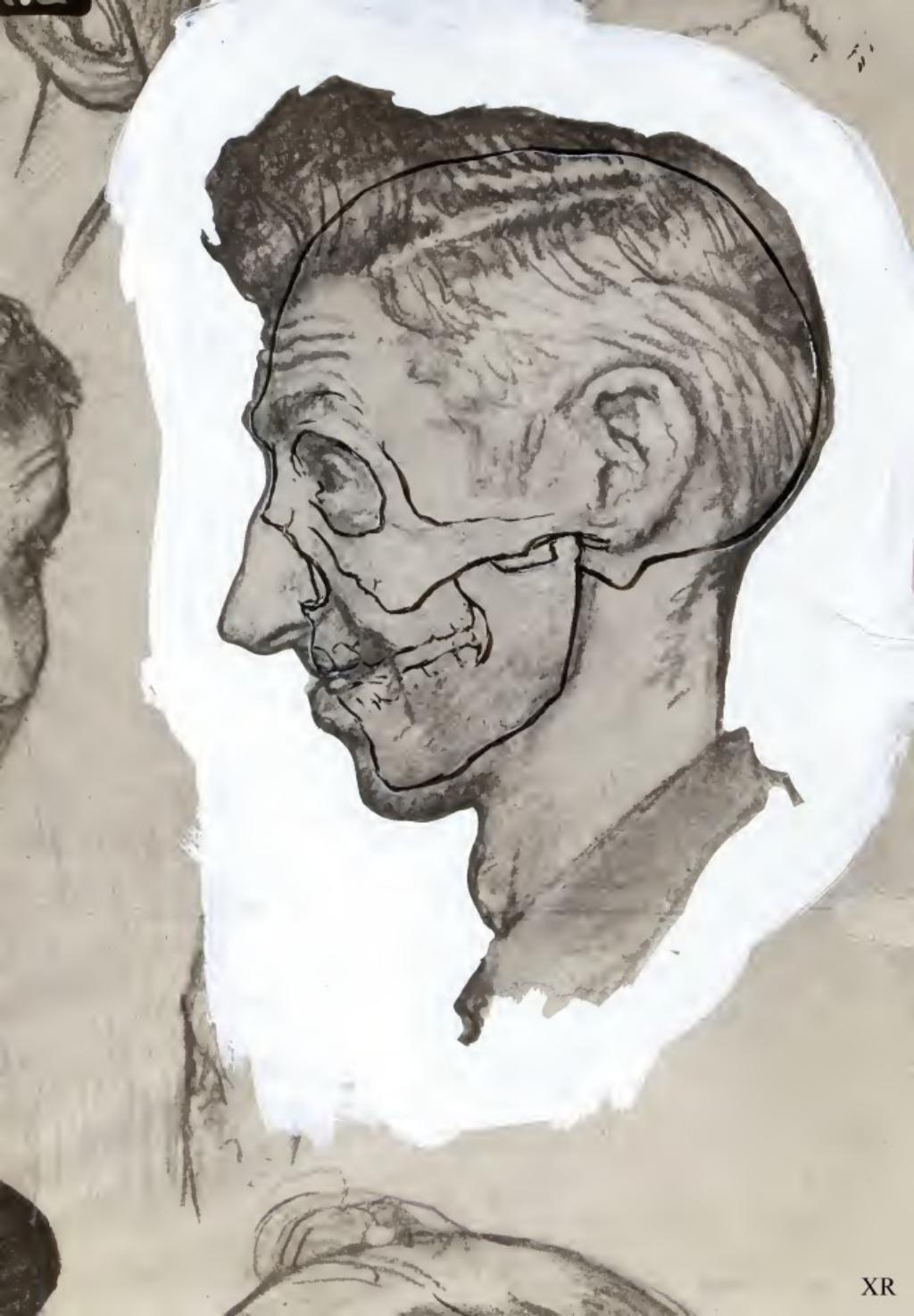






water
vials
to
empty
out
of
these
cubes

XR



XR



XR



Norman
Rockwell

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PRICE \$6.99
U.S.A.

TUE OCT 29 & NOV 5 2012

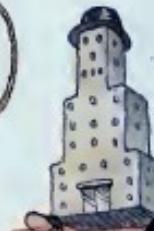


NEW YORKER



Pro-Choice
Tax Cuts
Immigration
Stem Cells
47%
Romney Wins

5-POINT PLAN



B. Blitt

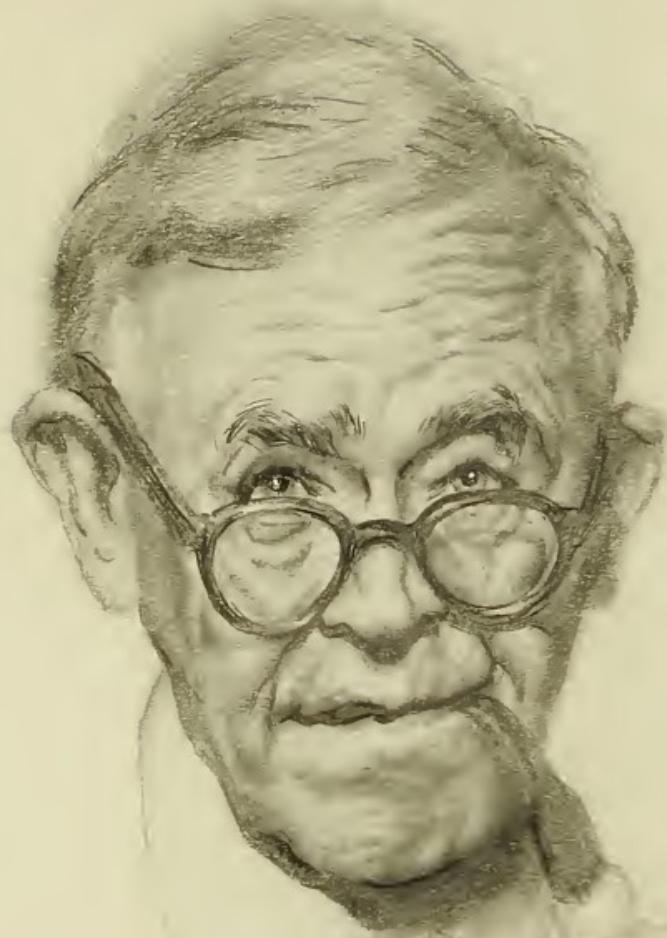
XR

\$10,000 BET



Norman
Rockwell

PM XR



to Harry
Hartley
Society
N.R.
1900

N.R.

XR



Norman
Rockwell

He is your baby — already different from all the rest. And as you stand there, you wonder how you can express the love, the tenderness you feel toward this brand-new life. Toys and clothes somehow are not enough. You want, most of all, to give him a head start in life.

And you can . . . through a Massachusetts Mutual Progressive Protection policy. Designed to grow with your child, Progressive Protection actually increases fivefold when he reaches

twenty-one . . . every \$1,000 of life insurance automatically becoming \$5,000, but the premium *never increases*. As a young adult, he will receive from you the start of his own financial security. Can you think of a more valuable gift?

If you're a parent, grandparent . . . aunt or uncle . . . check with your Massachusetts Mutual man about this Progressive Protection plan for the child you love. Or call our General Agent listed under Massachusetts Mutual in your phone book.

Massachusetts Mutual LIFE INSURANCE COMPANY

ORGANIZED 1851 SPRINGFIELD, MASSACHUSETTS



Norman
Rockwell



Norman
Rockwell

XR

THE SATURDAY EVENING POST

Mar. 30, '40

Volume 213, Number 60

5c.



THE GREAT MONOPOLY MYSTERY By RAYMOND MOLEY

PM XR

THE SATURDAY EVENING POST

An Illustrated Weekly
Founded A.D. 1728 by Benj. Franklin

November 30, 1940

7c.

Volume 111, Number 22



NEW DEAL'S
J. P. MORGAN

By SAMUEL LUBELL

WILL EUROPE
HUNGER THIS WINTER?

By PETER F. DRUCKER

Norman
Rockwell

PM XR



Norman
Rockwell

XR





XR

Norman
Rockwell



NORMAN ROCKWELL



Tympone
Heckwell

XR



Norman
Rockwell

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Norman
Rockwell

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L. Bettina Anderson
With every good wish
Clyde S. Johnson





visiting mothers

XR

